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SOMETHING FUNNY

CRACKED

★
14254

THE FONZE!

MAZAGINE
AUGUST No. 134



THE FONZE!

"THE FONZE" TAKES OVER THIS ISSUE!!!

HEY-Y-Y!



CRACKED

THE WORLD'S
HUMOREST
FUNNY
MAGAZINE

ROBERT C. SPROUL, *editor and publisher*

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Proof Reader
SYLVESTER P. SMYTHE, *janitor*

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FREE BONUS POSTER!

Carefully detach complete cover at
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You have the right to remain silent ...
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The envelope, please ... and the winner is ...
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AUGUST 1976 NO. 134

WHAT'S UP FRONT
OUR COVER

Heyyyy! Sylvester! When we said
we wanted to do a take-off on "the
Fonze," we didn't mean to TAKE
OFF his leather jacket! Everyone
knows that *no one* does that! Oh,
well, enjoy being "cool" while you
can, 'cause in a minute you're gonna
be out "cold!"



Dear Audience,

We're bowing...we're bowing! Give us a hint, though, is it a standing ovation?

Dear CRACKED,

I thought it would be a good change of pace for you to receive smoke signals instead of a plain, old, ordinary letter. Unfortunately, I don't know how to send smoke signals, so I'm sending you this plain, old, ordinary letter.

Gloria Hausa
Grant Mill, Vermont

Dear Gloria,

We were so unimpressed by your plain, old, ordinary letter that we threw it in the fireplace. So, you see, we got smoke signals anyway!

Dear CRACKED,

A few days ago my friend Rico and I decided to start a chain letter. The first person he sent a letter to was me, and he suggested I send a letter to you. So now I'm writing to you, and suggesting you send letters to everyone of your readers. Don't break the chain!

Leo Davis
Freemont, Missouri

Dear Leo,

Wait a minute! How come Rico writes 1 letter, you write 1 letter and we have to write 3-1/2 million letters!

Dear CRACKED,

I always read your Lettuce page and there's usually a letter or 2 praising one of your fine artists. Why don't you ever print one that praises one of your crazy, comical writers?

Ellen Glazer
Los Angeles, Ca.

Dear Ellen,

We just did! Yours!

Dear CRACKED,

Why don't you do an article on "The Fonze?"

Larry Mazurka
Bethpage, N.Y.

Dear Larry,

"The Fonze" came up to our office last month and said, "You WILL do an article on me next issue..." So here we are, and who are we to argue with "The Fonze!"

Dear CRACKED,

This Monday, I fell and scraped both my knees; but I read "Space: 1998," and it cheered me right up! Tuesday, I had so much homework to do that I was about ready to give up; but I went home and read "Welcome Back, Kutter" and polished the homework off in an hour. It rained most of the time of Wednesday & Thurs-

day, but the rest of your articles really brightened my day. Tomorrow's Friday, and I've got a big history test, but there's no more articles left in CRACKED #133 to cheer me up. What do I do now?

Scott Roop
Santa Fe, N.M.

Dear Scott,

Pass the test.

Hey, Barbarino, you finish studying for today's history quiz yet?

Not quite. I got three more names to write down on my arm.



Dear CRACKED,

Sylvester really turns me on. Can you give me his "vital statistics"?

Kathy Krowley
Cape Cod, Mass.

Dear Kathy,

Sylvester has blond hair and blue eyes and is a shapely 24-36. He has no top measurement—he's too short!

Dear CRACKED,

Where do you find all the "nuts" who write all your articles?

Andre Lecorre
Mt. Sinai, N.Y.

Dear Andre,

We found George Gladir in an office writing copy for traffic signs. It was George who thought up such catchy signs as "STOP" and "YIELD." We knew he had to be our man.

We found Joe Catalano in a classroom writing 500 times on the blackboard—"I must not chew on erasers in class..." Realizing his great creative talents, we signed him up.

The others were found in even more outlandish places. More later!

FRIENDS OF CRACKED



Your mission: find your name in this pile of "CRACKED" friends. It's like finding a needle in a haystack, only less painful.

If you fail at this mission, your name is probably not in the pile, so send us \$4.00 with the coupon below, and await your next assignment—finding your name in future issues of "CRACKED." (This page will self-destruct in 10 seconds.)

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NEW YORK, N.Y. 10003

Here's my **FOUR DOLLARS**. Please put me on your subscription list real fast. I want lots of large laughs!

NAME langtath.blogspot.com
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8 Issues — \$4.00
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NEXT ISSUE — CRACKED #135
ON SALE AT YOUR
FAVORITE NEWSSTAND
JUNE 8th



When you hear the word 'cool,' what'd you usually think of? Well, if you're one of the unhip, you probably think of a low Arctic mass. But if you're one of the hip, "The Fonze" from **HAPPY DAYS** should immediately come to mind. What makes this hero to millions the cool guy that he is? For the answer, follow along with us now as **CRACKED** tells you

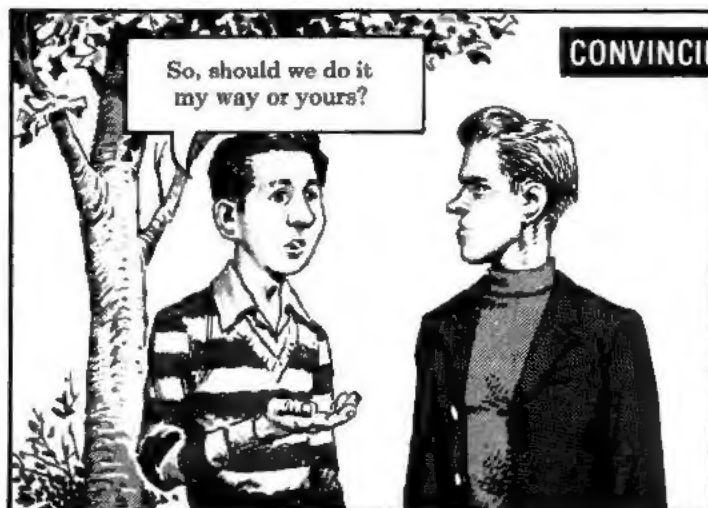
EVERYTHING YOU'VE EVER WANTED TO KNOW ABOUT "THE FONZE"*

***AND MORE**

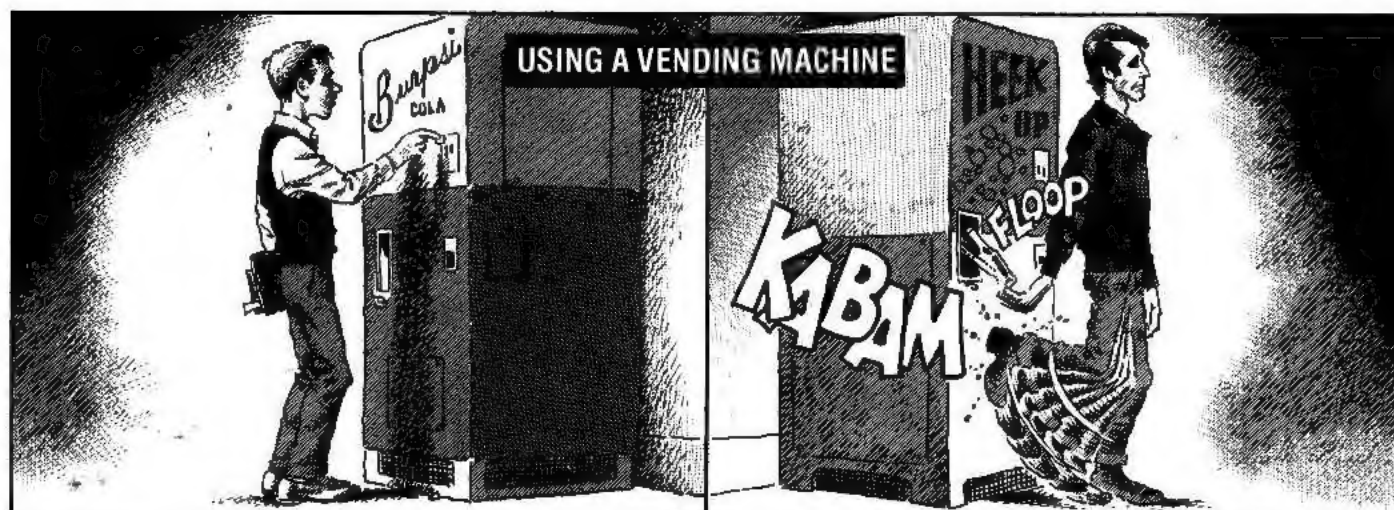
A NERD'S WAY OF OPERATING



THE FONZE'S WAY OF OPERATING



Cool is standing a girl up and then asking her where she was!



FONZIE'S DICTIONARY

(as written by Fonzie, himself)

BIKE: Not the 2-wheel, bell-ringing, pedal version some Nerd would ride, but a 7000 cc engine-powered machine.

CHICK: A person of the female variety. i.e.: a girl.

COOL: A person that is totally hip and with-it. i.e.: The Fonz

COOL CAT: A refrigerated kitty or a person who is very, very with it.

DIG: Not to upturn some silly sand Nerd, but to understand . . . to comprehend . . . to know what's shakin' . . . DIG!

GET MY DRIFT: Same thing as 'dig' only usin' other words.

HIP: With it—such as "Hey, he's a hip guy." Or (2) To know what's happening—such as "I'm hip to what you mean." Or (3) The part of the body containing the pocket that holds your comb—the hip pocket.

NERD: A guy or chick who just doesn't make it. i.e.: Howard Cosell

NOWHERE'SVILLE: Where A Nerd usually hangs out.

SHADES: To a Nerd, they're da things that hang over windows, but to the very, very cool, deys sunglasses.

SQUARE: Another way of addressing a turkey when you get tired of calling him a Nerd.

TURKEY: Another way of addressing a square when you get tired of calling him a Nerd.

THE FONZE'S DAY

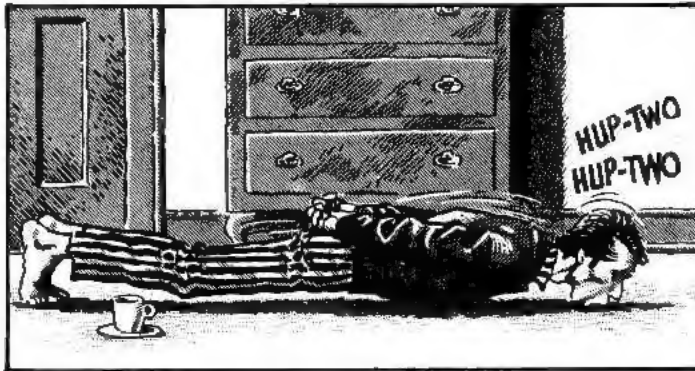
7:30—The Fonze rises every morning promptly at 7:30 . . . or 8:00 . . . or 8:30. Actually he gets up any time he wants, because who would be crazy enough to disturb The Fonze's sleep.



9:00-9:20—Time to give his mirror a treat as Fonzie gazes directly into the center for a full 20 minutes. This ritual is sometimes accompanied with: "Mirror, mirror on the wall, who's the coolest cat of all."



9:20-9:30—Exercising is very improtant to The Fonze. Here he keeps his lip muscles in shape.



9:30-9:31—Now comes the big decision as to what co-ordinating outfit will get the day's nod.



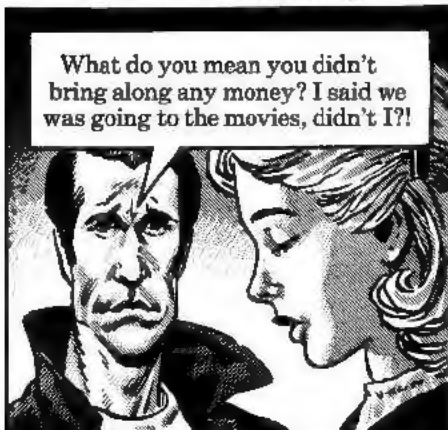
9:31-10:00—The Fonze's hair combing period. (Some days may take an extra 15 minutes or so should he have slept on his part the wrong way.)



10:30-3:30—Arrival at the garage where for the next five hours he'll repair cars along with the other grease monkeys.



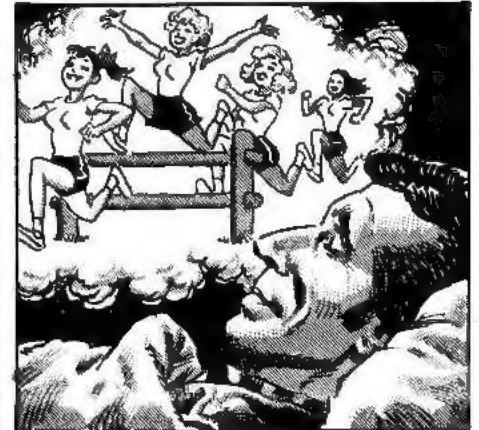
7:10-9:50—First date of the evening.



11:00—Almost bedtime, but first a quick request for continued cool.



11:02—And then off to dream land.



Uncool is being seen with your mother within a three block radius of school property.

WHAT MAKES THE FONZE, THE FONZE

Eyes—piercing—always focused directly at the person being spoken to, in order to project sincerity . . . or terror, (if being persuaded.)

Voice—Good volume with a slight Brooklyn accent for projecting such gems as, "sit on it, Nerd" and "are you cruisin' for a bruisin'?"

Hand with thumb in upturned position. This is usually accompanied by the phrase "HEY!"

Extra big back pocket for holding assorted combs and brushes.

Blue jeans—unpatched, but faded.

Stance—One leg and shoulder thrust forward while rest of body is in a relaxed, cool position.



Hair—Held perfectly in place with either Vaseline or Quaker State, 30 weight.

Mouth—Slightly open to reveal sparkling teeth, but always ready in case there's a kissable girl nearby.

Muscles—not prominent, but always ready to assist a fist.

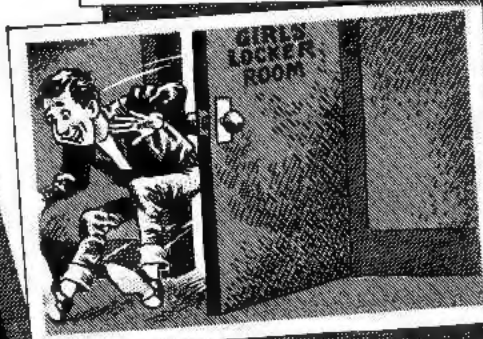
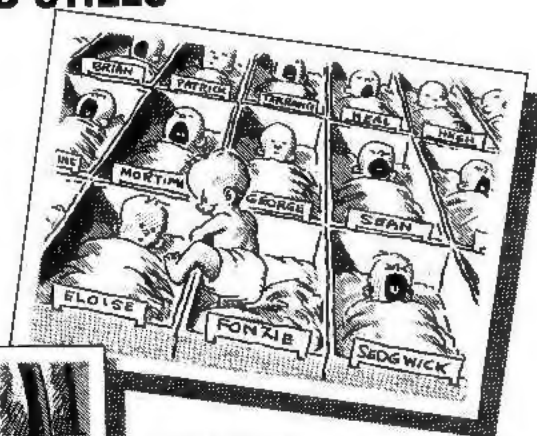
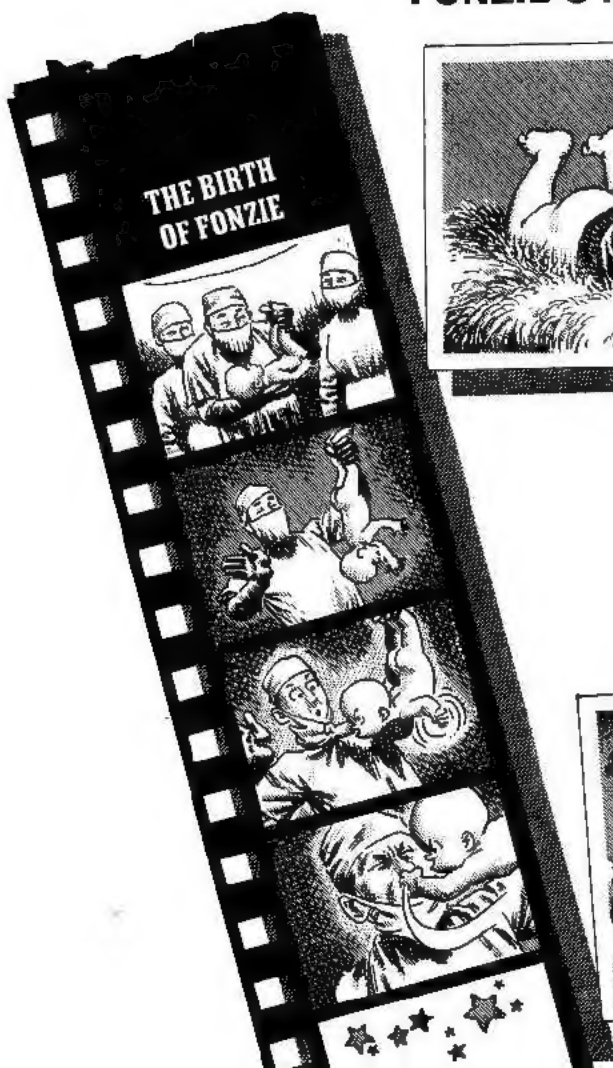
Leather jacket very well broken in. Worn on bike trips, dates, over pajamas, etc. Zippered only half way up (unless cruising through Antarctica—then ¾'s.)

T-Shirt—Always visible under leather jacket. Very clean (but may be slightly torn because that's the way Marlon Brando wore it in "The Wild One.")

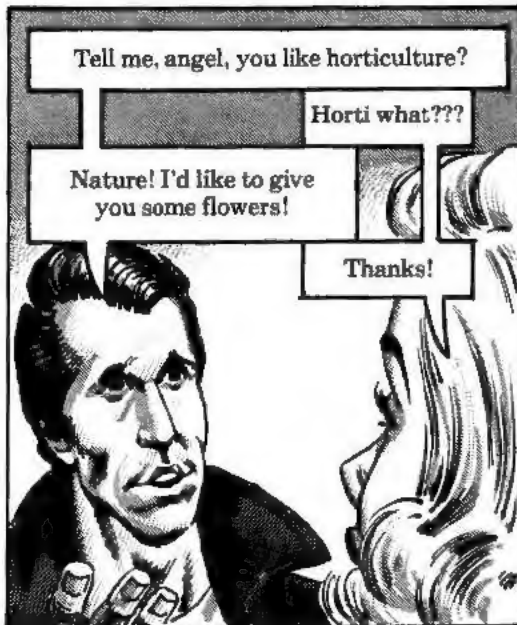
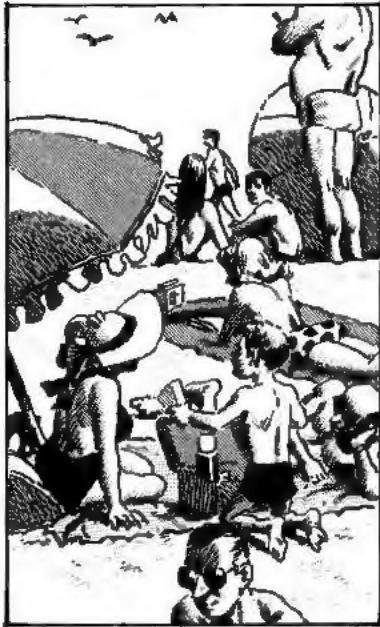
Slight bulge in back pocket containing wallet filled with 20-30 girls' pictures and 6 different poses of his bike.

Boots worn with black socks or no socks, but never white socks because that's for Nerds (and baseball teams.)

FONZIE'S HOME MOVIES AND STILLS



THE FONZE IN ACTION



Uncool is going to a drive-in restaurant
and asking for a side order of beats!

WARNING:

Cool is claim-jumping another guy's chick, but every once in a while, even The Fonze goofs!



But because he is The Fonze, a cool recovery is always just around the corner.

THE COOL AND THE UNCOOL

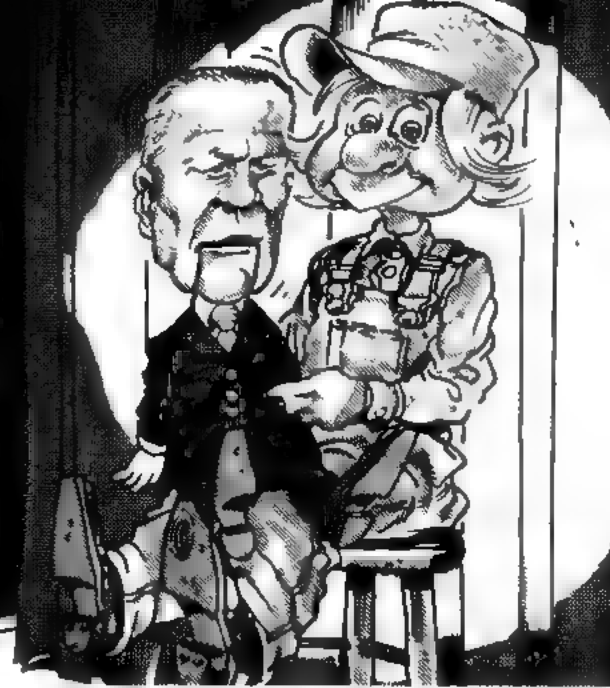
COOL

UNCOOL

<p>PETS</p> <p>SPIKE ROCK KILLER JAKE</p>	<p>NAMES</p> <p>MYRON PERCY CLARENCE NICHOLAS</p>
<p>Your sister has a moustache!</p>	<p>PUTDOWNS</p> <p>Oh yeah! Your father wears clothes!</p>
	<p>CLOTHING</p>
	<p>IDOLS</p> <p>PERCY FAITH HOWDY DOODY WALT DISNEY MOVIES</p> <p>THE END</p>

The other day in the office someone remarked, "Aren't the special effects on TV amazing—the way they make 20 hours of prime-time drivel almost seem like intelligent human beings put it together?" Well, we got to thinking how that was achieved and when we couldn't, someone else shouted, "This sure is a dull conversation, but I bet it would make a great introduction for

THE ART OF VENTRILOQUISM

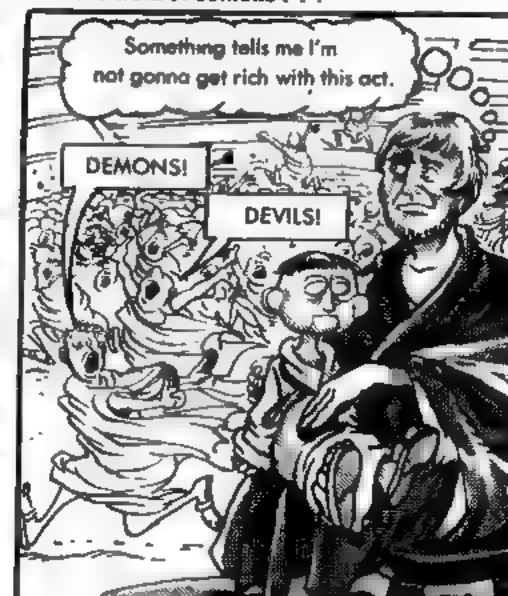


I. A BRIEF LOOK BACK

Since the beginning of time, man has been entertaining audiences with ventriloquism.

And for just as long, others have been trying to learn the secret.

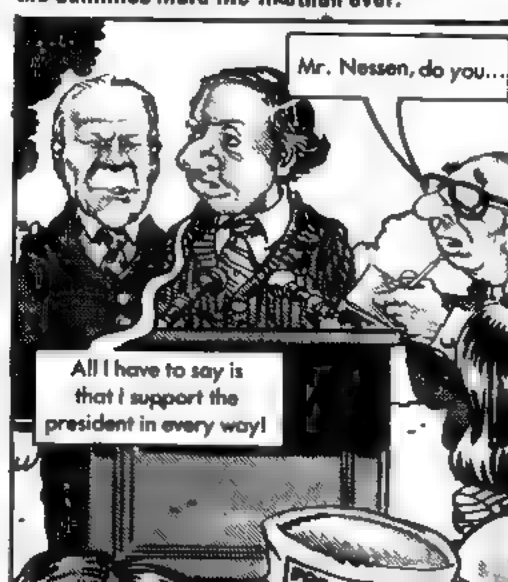
The Greeks thought the art was the work of demons . . .



. . . while the people of the Dark Ages were puzzled (mainly because the performers stopped using the dummy in their act.)

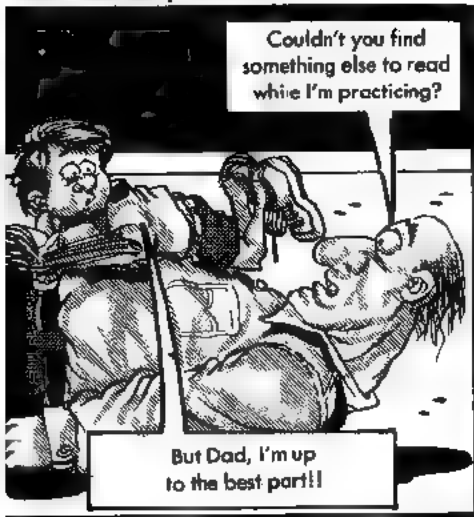
Today, ventriloquism acts are attracting larger audiences than ever before . . .

. . . with the art more sophisticated and the dummies more life-like than ever.



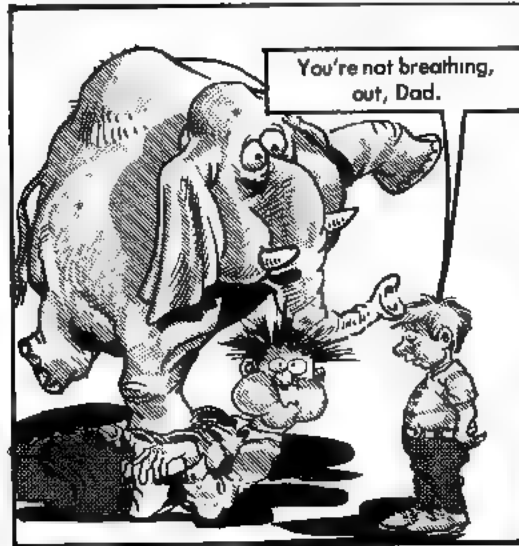
II. BREATHING CONTROL

First, lie on the floor, placing a book on your stomach. If you are breathing correctly, it will move up and down.



In order to become a first-rate ventriloquist, a person must learn how to breathe correctly; that is, from the diaphragm. Here are a few simple exercises to try.

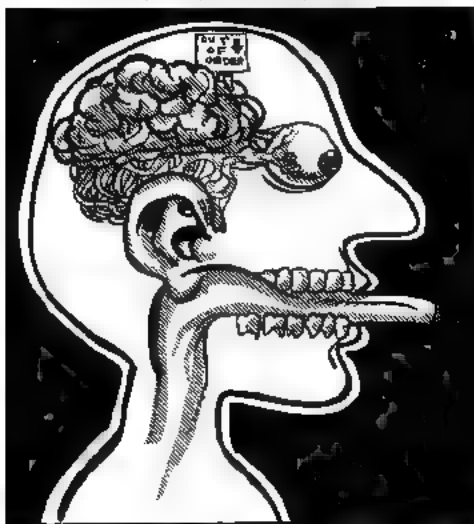
Once this is accomplished, try using a heavier weight. A third breath control exercise worth trying is . . .



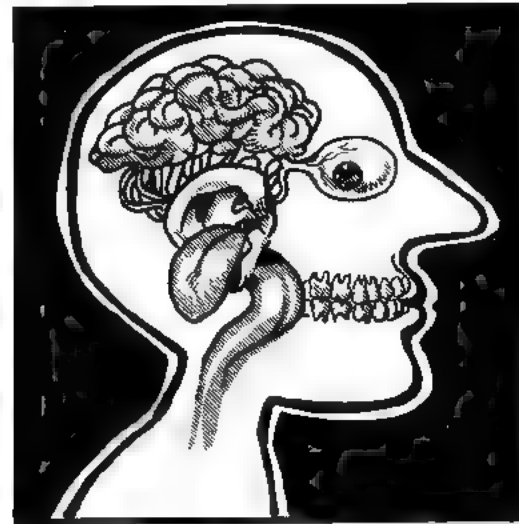
III. THE VOICE

A ventriloquist must have two voices—his own and his dummy's. To get your "second voice," your tongue must be placed in the right position.

This diagram shows one of the most commonly misplaced tongue positions.



As does this.



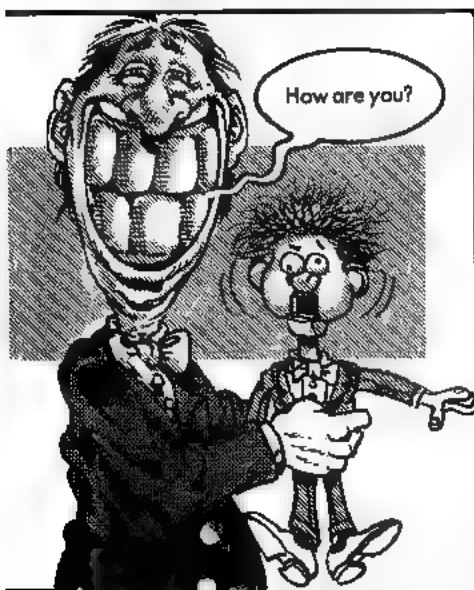
To keep your tongue on the roof of your mouth (the correct position), try this professional secret.



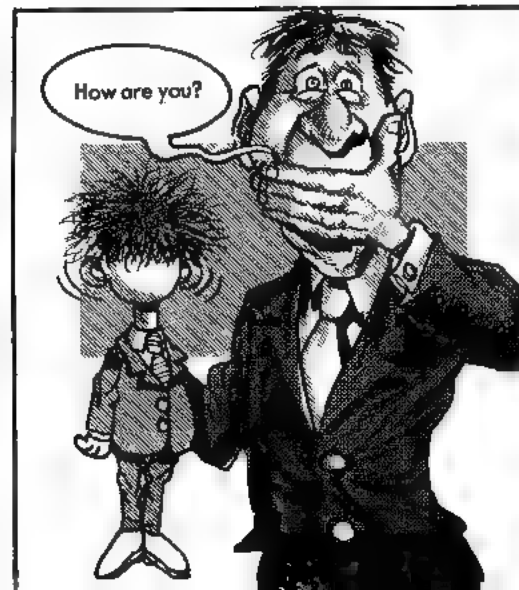
IV. RELAXING YOUR FACE

The next step to practice is relaxing your face when using your ventriloquist's voice.

An unrelaxed face looks unnatural.



And crude tricks won't help the matter.



Of course, we must confess, not everyone can carry off a ventriloquism act.



V. HOW TO KEEP YOUR LIPS FROM MOVING

One way is to pay all its rent in advance. Or you might try one of these clever tricks that the professionals use.

Since "P's" and "B's" are hard to pronounce, a pro will get around these sounds by substituting others.

Or he will try another ploy. Can you spot it?

Or the oldest trick of all.



Right! The performer had his lips slightly open.

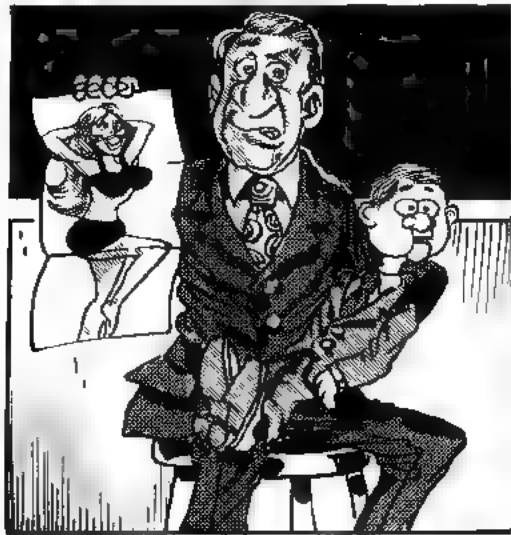
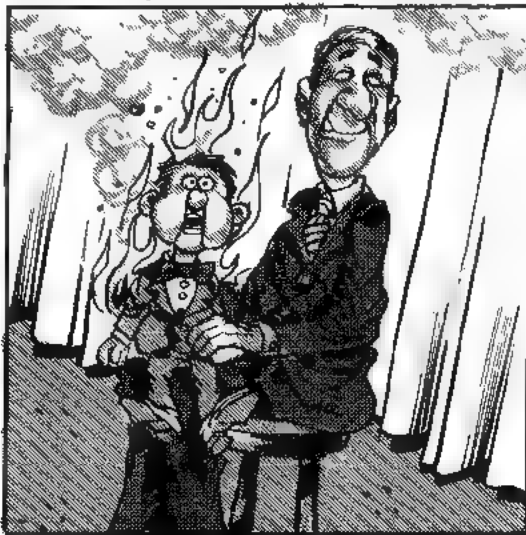
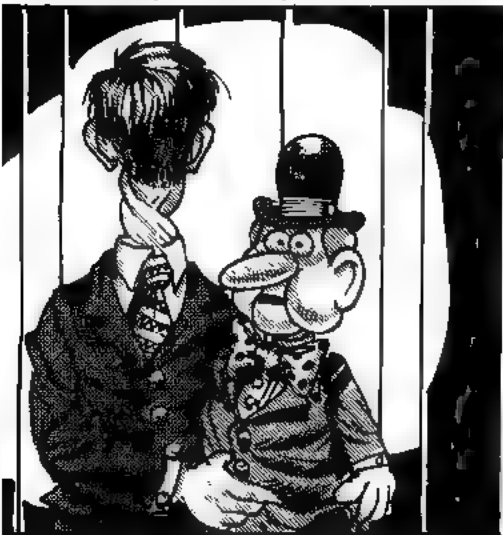


While performing, however, the lips will sometimes move. The expert ventriloquist will use certain tricks to divert people's attention from his mouth.

He might try performing with his head slightly turned away from the audience.

Or avert the audience's attention in another way.

Or the performer might even use his free hand to distract them.



VI. THE DUMMY Once the voice is mastered, it is time to turn your attention to this next great consideration.

If you are just starting out, the cheapest dummy available is the finger puppet.

Or, you might try using this simple, inexpensive puppet.

Or better yet, why not make a 'paper bag dummy. First you must locate a paper bag . . .



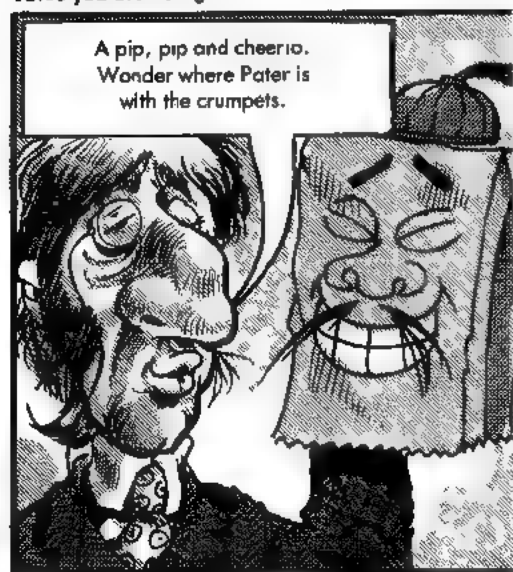
Then take it and paint a face on it.



Finally! Viola—you have a paper bag dummy!



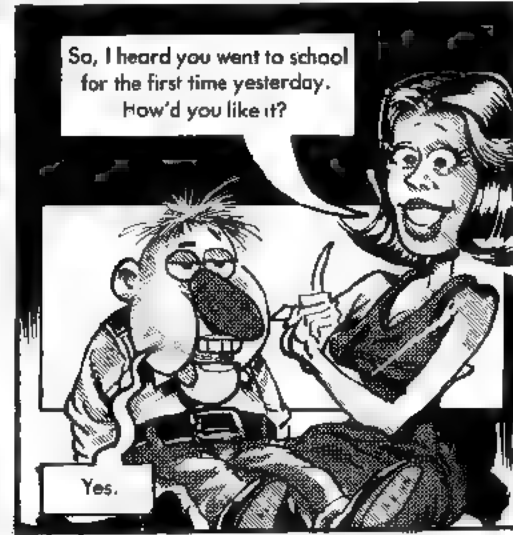
One last important thing—the dummy should always express the personality and voice you are using.



VII. ADVANCED TECHNIQUES

Many hours should be spent learning how to manipulate the dummy so he looks real.

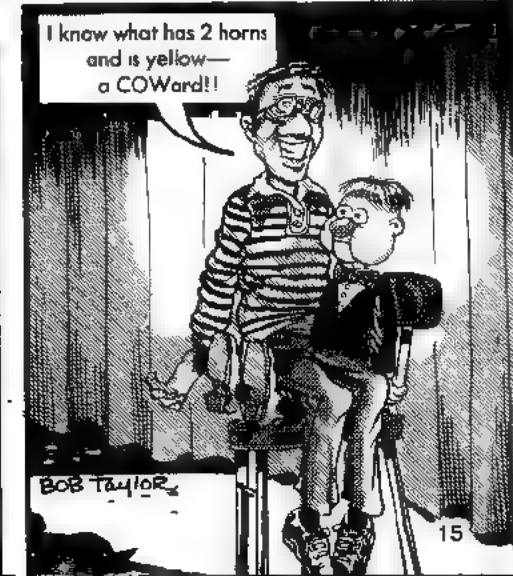
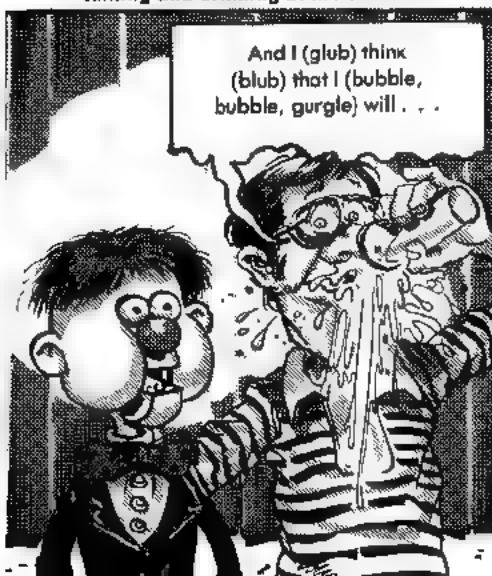
When starting out, many performers wonder what to talk about. For openers, try things of a topical interest. If this doesn't work, try keeping your chatter on a simple "yes and no" level.



A more advanced ventriloquist can try talking and drinking at the same time . . .

. . . or he might work up slowly to the opposite.

But when you finally become a real pro, you'll be able to do the best trick of all.



BOB TAYLOR

Nowadays, if someone has an image problem, he immediately contacts a public relations outfit. Nobody has a worse image than Satan, so we wouldn't be too surprised if the Prince of Darkness finally wised up and hired a Madison Avenue advertising agency to launch...

SATAN'S CAMPAIGN TO PROMOTE HELL



PREMIUM OFFERS



HELL

MAKE THE ONE-DAY
COMPARISON TEST!



RESORT BRAND 'X' OFFERS YOU A HUMDRUM
EXISTENCE WITH BORING PEOPLE AND BORING
SURROUNDINGS



WE OFFER YOU A HOT TIME EVERY NIGHT WITH
THE SWINGINGEST SWINGERS AROUND!

WHERE WOULD YOU LIKE TO SPEND ETERNITY???

FREE GET ACQUAINTED COUPONS

PASS

THIS PASS GOOD FOR ONE
FREE, ROUND-TRIP ACROSS THE
RIVER STYX AND ONE DAY
IN HADES

OFFER LIMITED TO BONA FIDE SINNERS

COUPON

1
1

INVIGORATING,
HEALTH-GIVING,
BOILING, SULPHUR BATH

1
1

COUPON NOT TRANSFERABLE

UNCLE SCRATCH SAYS:



I WANT YOU FOR
**HELL'S
LEGIONS**

VOLUNTEER FOR THE GORY GLORY BOYS;
THE BACKBONE OF SATAN'S LEGIONS

**THE FIGHTING
DEVIL CORPS**



AS A FIGHTING DEVIL CORPSMAN
YOU WILL HAVE THE PRIDE OF
KNOWING THAT ALL OTHER
ELEMENTS IN HELL HAVE BUT
ONE PURPOSE TO SUPPORT YOU
IN YOUR MISSION TO
RECRUIT NEW PERSONNEL

**FOR A GUARANTEED CHOICE OF JOBS,
JOIN HELL'S HELLIONS**

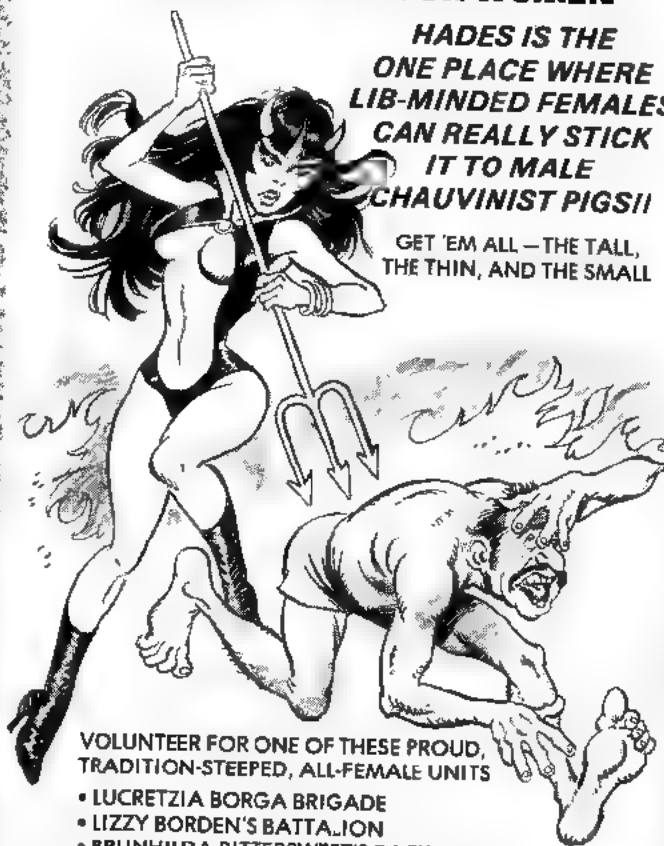
THESE ARE SOME OF THE JOB-TRAINING COURSES
AVAILABLE TO YOU UNDER OUR NEW
ETERNITY-ENLISTMENT PROGRAM

- SULPHUR BATH MASSEUR/MASSEJSE
- HARPY FEEDER
- RIVER STYX HELMSMAN
- PITCHFORK MAINTENANCE
- WHIP LASHER
- PITCH BOILER
- FLAME STOKER
- SLIME HURLER
- GATES OF HELL KEEPER

**THE DEVIL OFFERS EQUAL JOB
OPPORTUNITIES FOR WOMEN**

HADES IS THE
ONE PLACE WHERE
LIB-MINDED FEMALES
CAN REALLY STICK
IT TO MALE
CHAUVINIST PIGS!!

GET 'EM ALL — THE TALL,
THE THIN, AND THE SMALL

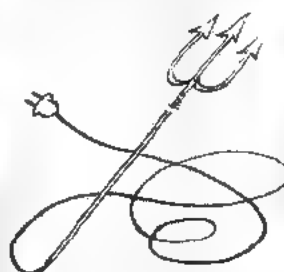


VOLUNTEER FOR ONE OF THESE PROUD,
TRADITION-STEPPED, ALL-FEMALE UNITS

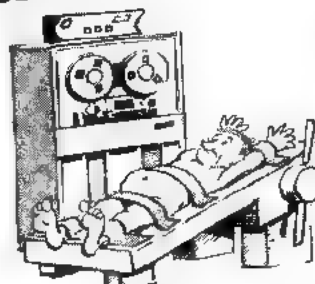
- LUCRETZIA BORGA BRIGADE
- LIZZY BORDEN'S BATTALION
- BRUNHILDA BITTERSWEET'S BACK-BITERS

THE DEVIL'S WORKSHOP

IS CONSTANTLY COMING UP WITH
NEW IDEAS TO MAKE YOUR JOB OF
CONVINCING GOODY-GOODIES EVEN EASIER



ELECTRIC PITCHFORK



COMPUTERIZED RACK



COMPULSORY VIEWING
OF TV COMMERCIALS

HADES HOT SPRINGS

A Total Resort Experience

OUR MIRACLE-WORKING
PITCHFORK-JABBERS WILL
INDULGE YOU WITH
THE VERY LATEST IN
ACUPUNCTURE TREATMENTS



AT OUR WORLD FAMOUS SPA YOU'LL BE PAMPERED
AS YOU'VE NEVER BEEN SPOILED BEFORE
WE'LL IMMERSIVE YOU IN SOOTHING
BOILING POOLS OF PITCH



• HOT MUD-BATHS AROUND THE CLOCK

• DRY HEAT HOT-BED SAUNA



OUR RENOWNED WHIPLASHERS WILL GIVE YOUR FLABBY MUSCLES A THOROUGH BODY-
TONING

DIRECTIONS: HELL IS EASY TO FIND. LOCATED AT THE CENTER OF THE EARTH, IT IS EQUIDIS-
TANT FROM ANY POINT ON THE GLOBE.

JUST LEAD THE NORMAL, CAREFREE LIFE OF TODAY'S AVERAGE PERSON, AND YOU'LL HAVE
NO TROUBLE MEETING OUR ENTRANCE REQUIREMENTS

REAL ESTATE ADS

**A SUPER PRESTIGIOUS ADDRESS IN HELL CAN NOW BE YOURS
MOVE UP BY MOVING DOWN - DOWN TO THE
NINTH AND NETHERMOST CIRCLE OF HELL**

*The Posh Ninth Circle Is Reserved
Exclusively For Super-Sinners**

* CON MEN, THIEVES, BULLIES and other
riffraff are never permitted beyond
the eighth circle.

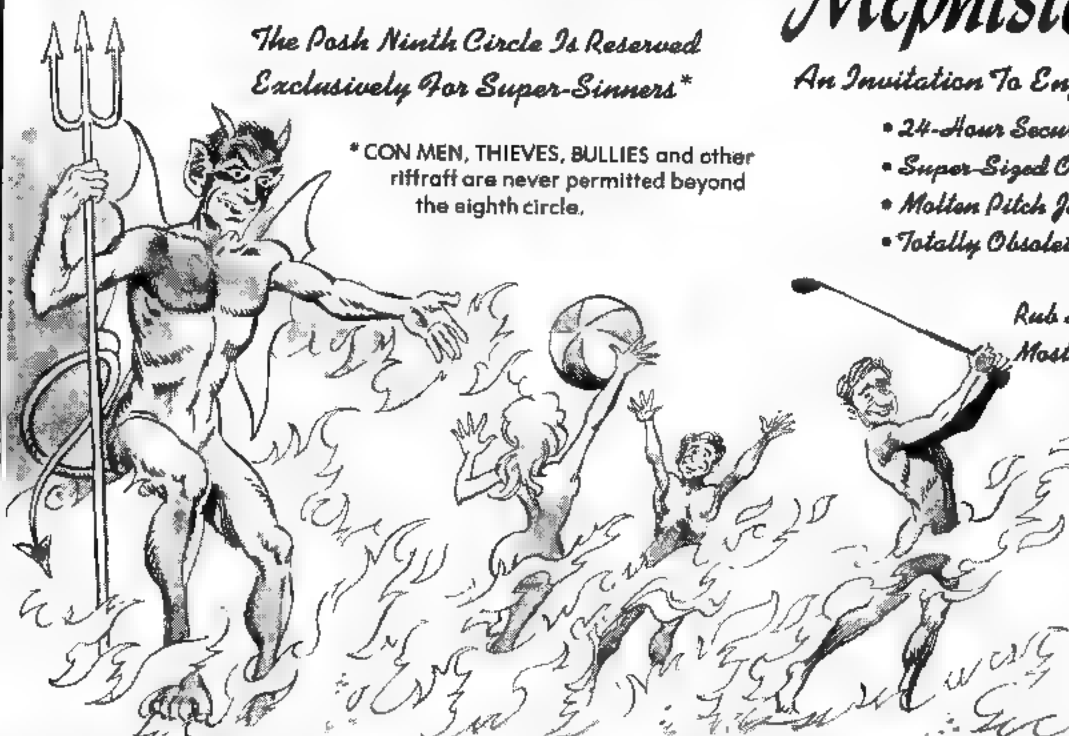
Mephisto Manor

An Invitation To Enjoy The Wicked Life

- 24-Hour Security Service
- Super-Sized Ovens
- Molten Pitch Jacuzzis
- Totally Obsolete Fire Extinguishers

*Rub Shoulders With History's
Most Despicable Sinners*

- Attila The Hun
- Genghis Khan
- Big Ralph



**EQUAL
SCORCHING
OPPORTUNITY**

• INQUIRE ABOUT OUR SPECIAL LIMOUSINE SERVICE - WE PICK YOU UP SIX FEET UNDER THE EARTH'S SURFACE

TV COMMERCIALS



IN HELL, YOU'RE FREE FROM THE HASSLE OF GETTING TO AND FROM WORK...



...YOU LIVE AND WORK IN THE SAME SPOT!



IN HELL, YOU NEVER HAVE TO WORRY ABOUT FEELING LIKE A DUMB KLUTZ BECAUSE YOU DIDN'T GET SOME COMEDIAN'S JOKE...



...IN HELL, YOU ALWAYS GET THE POINT!

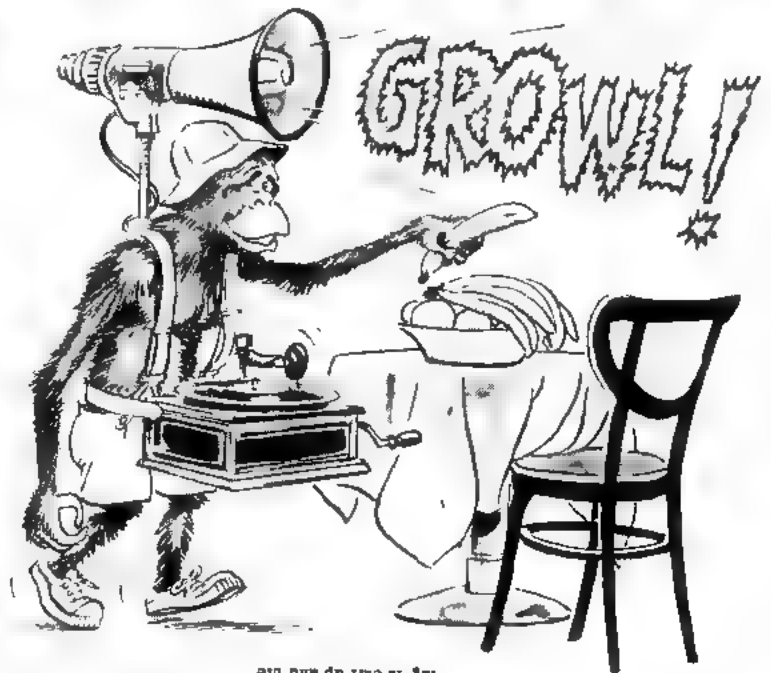


IN HELL, YOU NEVER HAVE TO WORRY ABOUT HEADACHES, UPSET STOMACHS AND OTHER TRIVIAL PAINS...



YOU WON'T EVER HAVE TO WORRY ABOUT ANYTHING BUT IMPORTANT THINGS!

One Afternoon in Japan



CRACKED in getting bit by a rattlesnake and watch-
ing it curl up and die!

Each year around this time, something happens—awards are given out by the truck load. As soon as the calendar reaches April, Emmies and Grammys are presented, the best hog caller of the year is honored, and the best looking ugly person in America is named. But no award's presentation is more entertaining (or longer, depending on your point of view) than the granddaddy of them all

THE ACADEMY AWARDS SHOW

Tonight! Live from the Piano Lounge of Pan Am's newest 747, it's the 49th Annual Academy Awards, TV's greatest gift to movies—a free, 2 hour commercial. And now, kicking it off, here's Miss Katherine Heartburn.

Hello, movie lovers. I'm honored to be here tonight to present the man who will present the woman who will present the animal star who will present the man who will present the presenter who will present the first award. But first, let me present to you a man who needs no introduction, but who's going to get one anyway since I already forked out \$137 for this gaudy gown and these ...

And while they're doing that... a commercial

Oh, this heavy duty garbage bag broke. How am I ever going to get rid of all this trash?

Haven't you heard of "Burn-Off," the new disposable flame thrower. Just aim it at your garbage and ...

Why, it's all gone. How can I ever thank you?

You can start by forgiving me for slightly damaging your car when my flame thrower backfired.

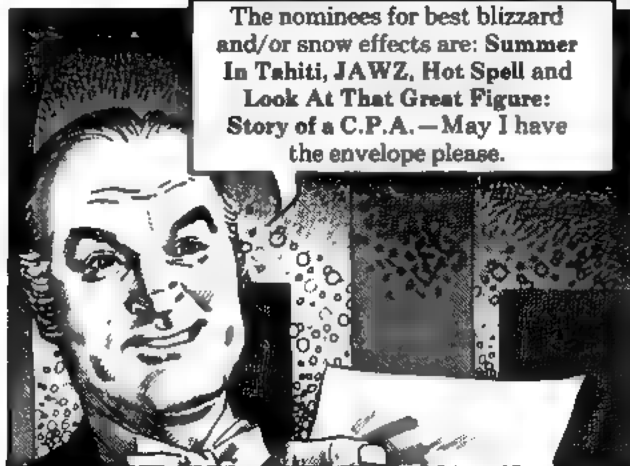


ARF ARF ARF
RUF RUF RUF
ARF RUF ARF
ARF BARK ARF
RUF

Thank you Lizzie for that great introduction. And now, after 35 minutes of people presenting people, it's time for people to start presenting the Oscies. First, the technical awards.



The nominees for best blizzard and/or snow effects are: Summer In Tahiti, JAWZ, Hot Spell and Look At That Great Figure: Story of a C.P.A. — May I have the envelope please.



Ah, Mr. Hopeless. The name of this winner was sent to us on a postcard.

And the winner is ...
JAWZ...

Accepting the award is the star of the movie "Jawz"—Bruce, the Great White.



Congratulations!

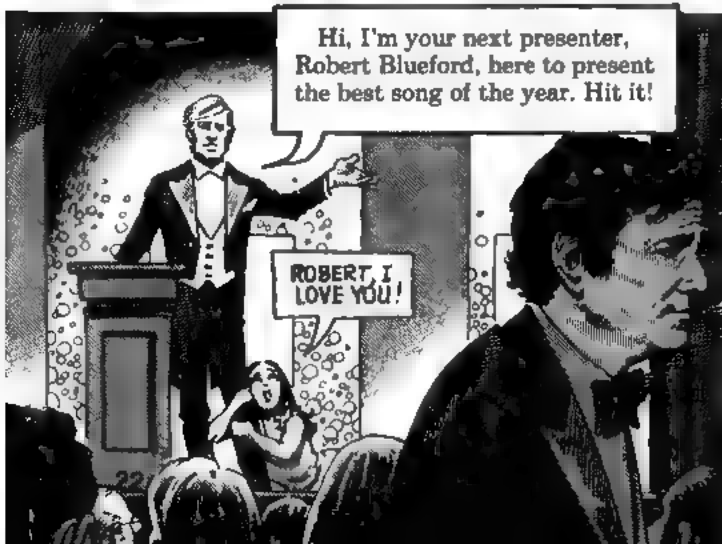


Thank you. They were both delicious.



Hi, I'm your next presenter, Robert Blueford, here to present the best song of the year. Hit it!

ROBERT, I LOVE YOU!



Hold it. Wait. Hey, this is a magazine. They can't hear that. Folks, what do you say we just skip this whole category — all right?



And I did so want to hear "If I Give My Heart To You, I'll Probably Die In An Hour."

Instead, I'll just skip ahead and present the nominees for the "Best Actress In A Seeded Roll" — ah, make that the starring roll. The nominees are:



Fay Dunhlmaway in "Day of the Locos"



Karen Blackenblue in "Cashville"



And the winner is ...
**KAREN
BLACKENBLUE!!!**



Barbare Streisband in "Ugly Lady"



Natalie Balsawood in "The Tupperware Story"

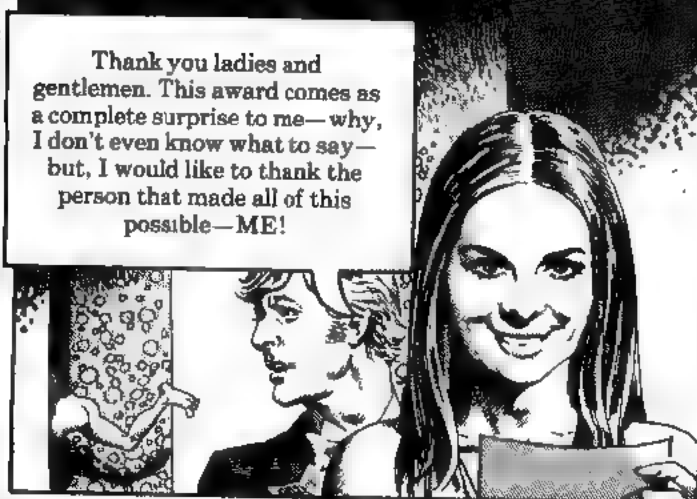


I won!

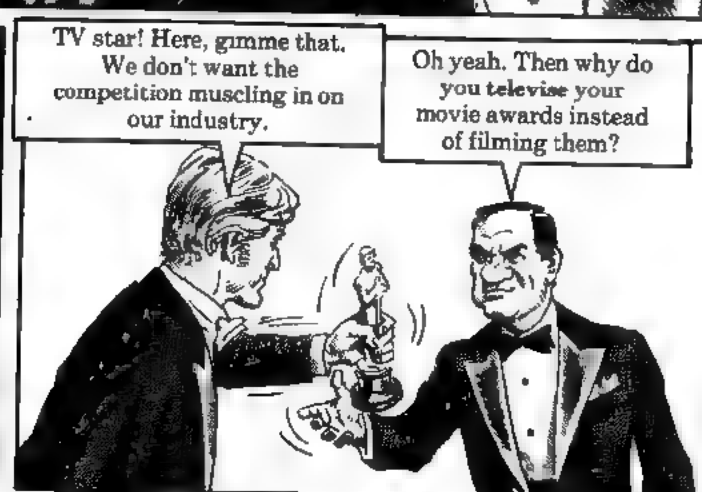
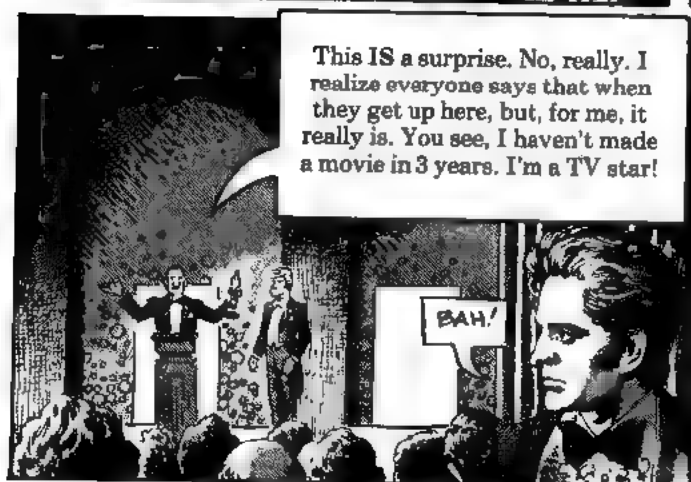


Excuse me, but I have just received word that Karen Blackenblue has retired from films and is thus ineligible for the award. Therefore, the Osce goes to the first runner-up ...
Natalie Balsawood.





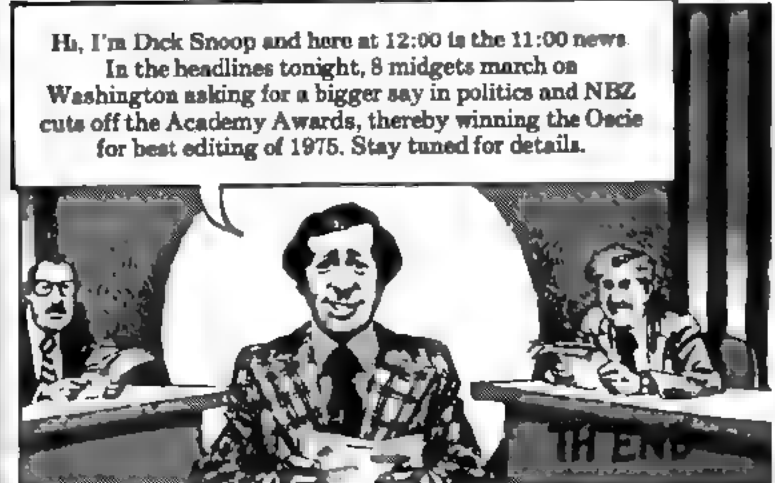
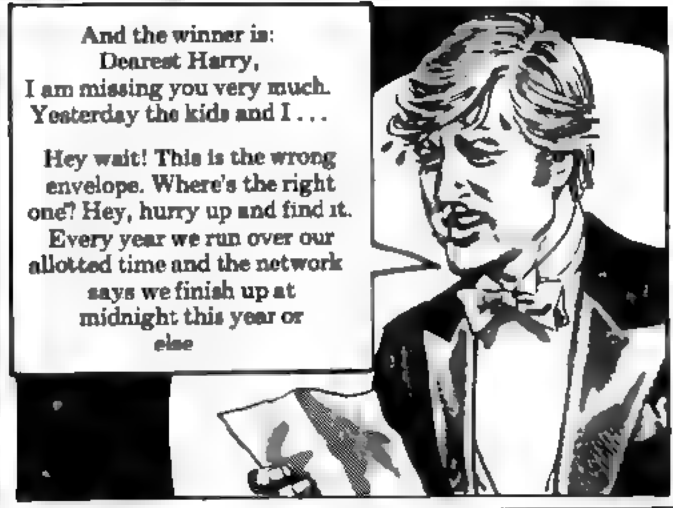
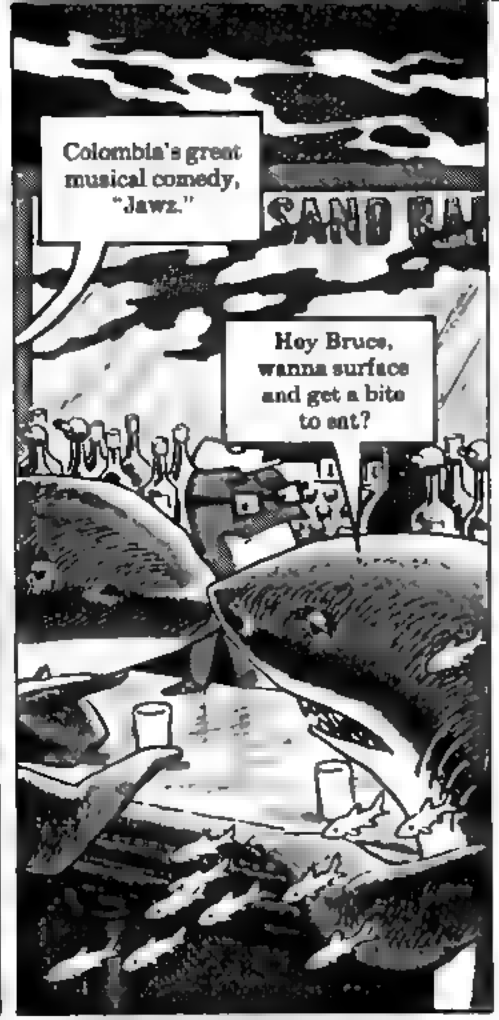
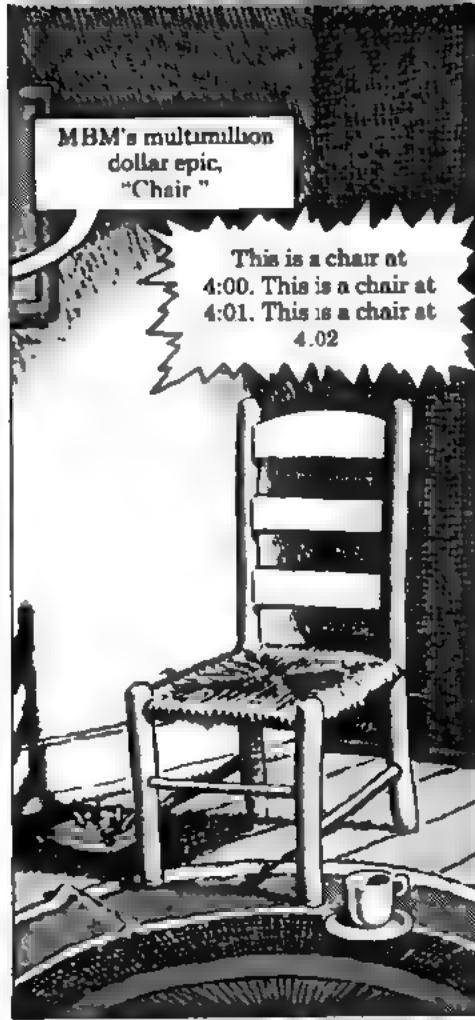
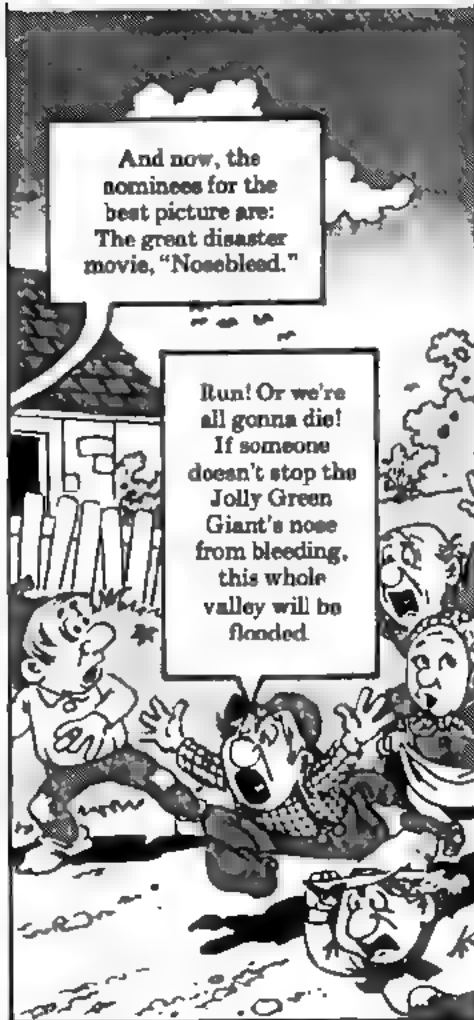
And now, on to the Best Actor category. However, since I wasn't one of the nominees, I thought I'd save the time of reading these has-been's names and just get on with the winner who can now double the fee he gets for a single movie.



Now, before we move on to our last award, we present a special one—The Humanitarian Award which goes to a man who donated no time to charity, but did something far greater. After making 27 rotten movies in a row, he did a great humanitarian act with his 28th. He burnt the negative before it was released, thereby saving the lives of millions of people who would have been bored to death by watching it.



NETWORK DIFFICULTIES



There's a new sport sweeping the nation (no, it's not broom racing). It's the one involving a race track and kids on bikes and motorbikes. Did you guess what it is? Right! Ping pong. So, rev up your engines as we now take

A CRACKED

... and his bike was \$125, helmet \$25, his uniform \$37.50, insurance \$62 and the entrance fee \$1.

My gosh. Isn't that an awful lot to spend on some dumb kid's sport?

Dumb kid's sport! Why there's heavy money involved. First prize is \$5.

I guess that's heavy money—if they pay you in pennies.

We got a bad one here!

Quick! Get 'em in the back!

Hi, I'm Chuck—#16. What's your number?

Plaza 2-3146

That's some place to stop for a flat!

Look Ma, no hands!

I'm gonna get rid of the seat, I haven't touched it in the last six laps.

And to think how we laughed when the kid started out... now he's lapped the field.

COMING THROUGH, COMING THROUGH!!

I'd like to catch the guy who invented this mascot bit.

LOOK AT MOTOCROSS



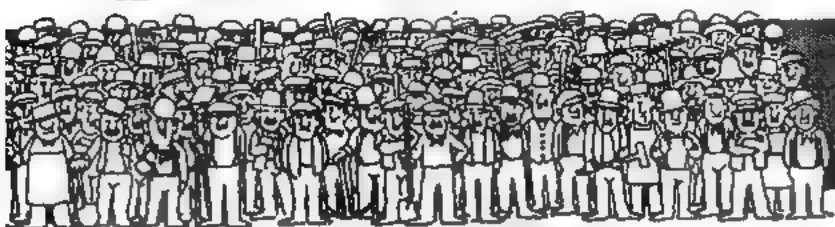
KEEPING PACE WITH THE GOLDEN HORN OF PLENTY SECTION

Thanks to inventions and other technological improvements in industry, each year it takes less and less workers to produce more and more goods.

1900 A.D.

ONE HUNDRED WORKERS ...

... PRODUCED THIS AMOUNT OF GOODS



1975 A.D.

FIFTY WORKERS ...

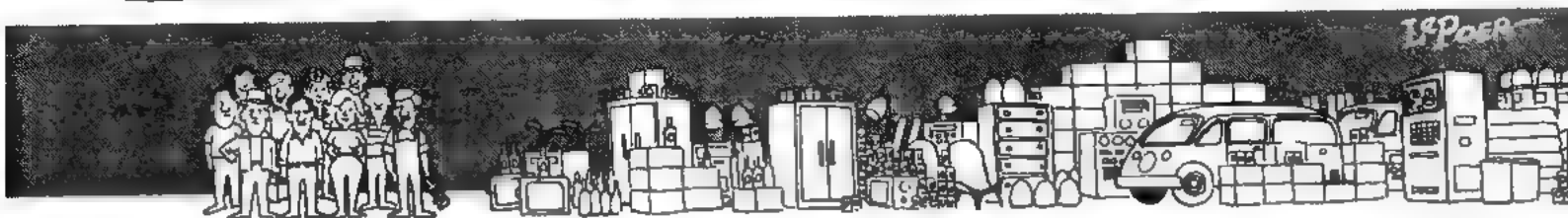
... PRODUCED THIS AMOUNT OF GOODS



2000 A.D.

TEN WORKERS ...

... WILL PRODUCE THIS AMOUNT OF GOODS



And like the sorcerer's apprentice who couldn't stop the flow of water, we also find ourselves in a dilemma of abundance. In order to avoid throwing people out of work we are faced with the problem of consuming the ever-increasing amount of goods we produce. CRACKED feels duty-bound to offer some suggestions for . . .

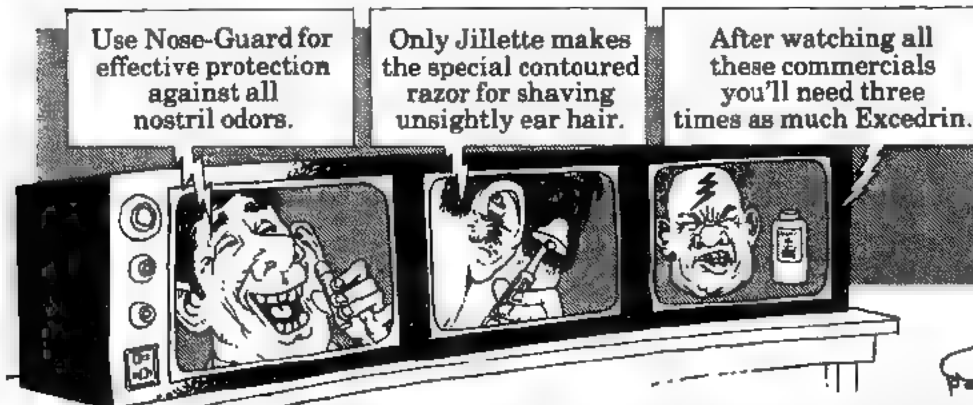
INCREASING CONSUMPTION

IN ORDER TO MAINTAIN

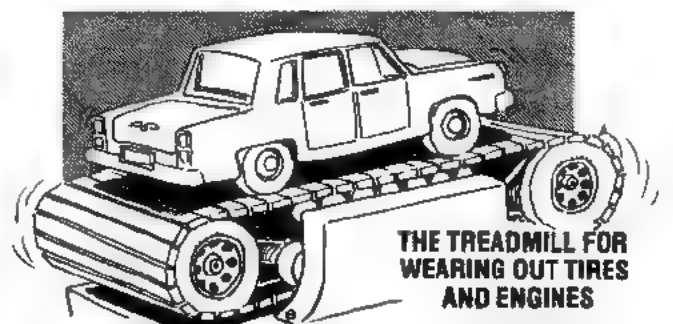
FULL EMPLOYMENT

WHY IS IT THAT, WHENEVER YOU CALL THE WRONG NUMBER... THE LINE IS NEVER BUSY?

A multi-screen TV would enable us to watch triple the number of commercials and thereby triple our demand for products.



Since we consume only when awake, in the interest of full employment, we must figure out ways to wear out products while we're asleep.



REDESIGNING EXISTING PRODUCTS CAN HELP INCREASE CONSUMPTION.



ANOTHER WAY TO INCREASE CONSUMPTION IS THROUGH A NATIONAL CAMPAIGN FOR FATNESS.

Fat is where it's at!

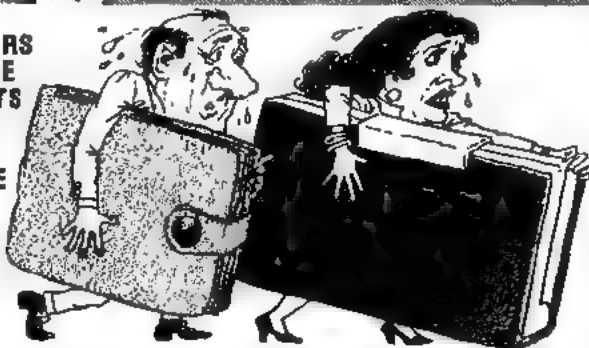


* Fat people use up more clothes!

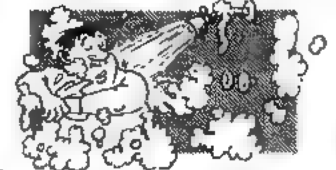
* Fat people wear out furniture faster!

* Fat people use up more soap!

BIGGER DOLLARS WOULD REQUIRE BIGGER WALLETS AND PURSES, THEREBY CREATING MORE JOBS FOR LEATHER WORKERS.



BIGGER DOLLARS WOULD CREATE NEW JOBS AND SERVICES.



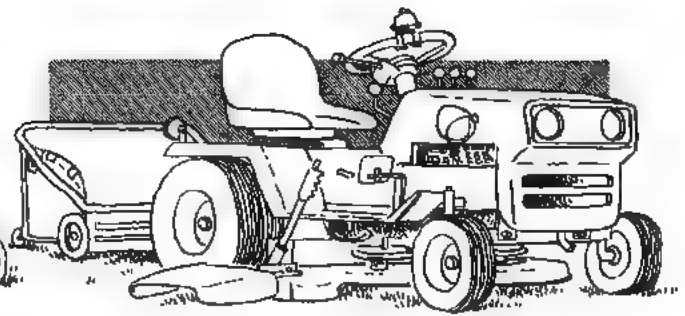
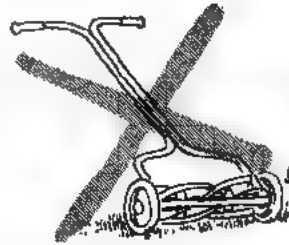
* Fat people wear out scales faster!

* Fat people use up more of everything—menus, garbage cans, girdles, etc.

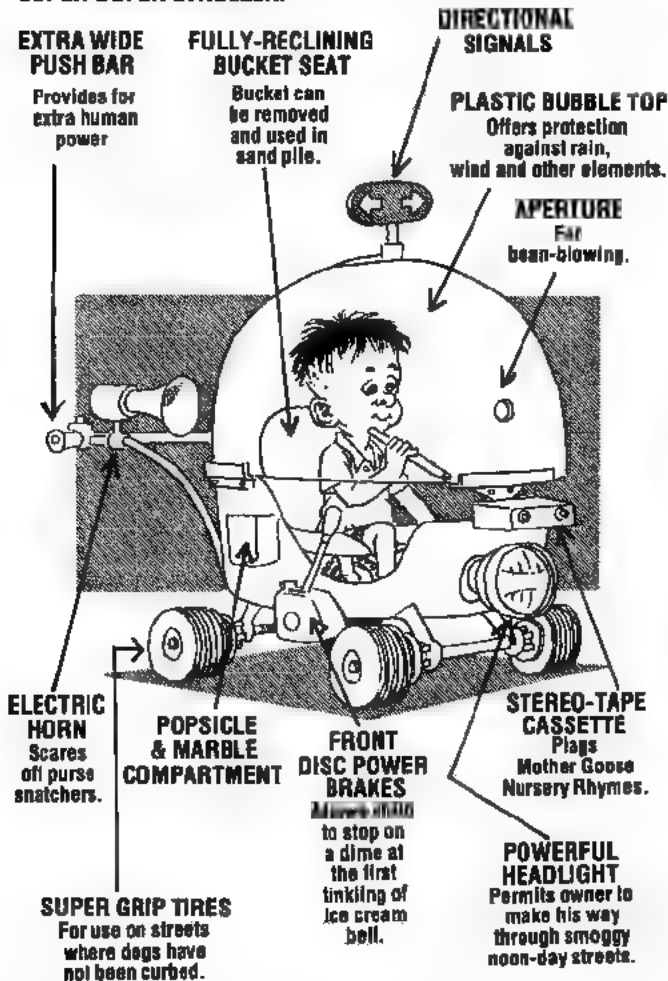


CRACKED is thinking you should wash foreign cars with imported water!

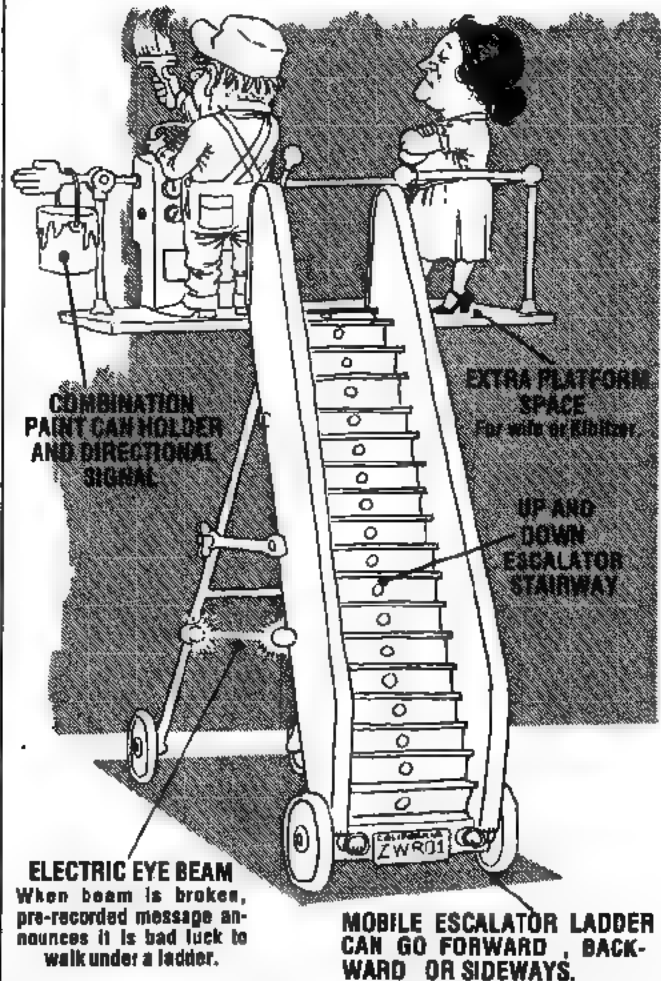
In the interest of increasing consumption, simple, but useful objects like the lawn mower must continue to be replaced with gimmicky objects like the lawn tractor.



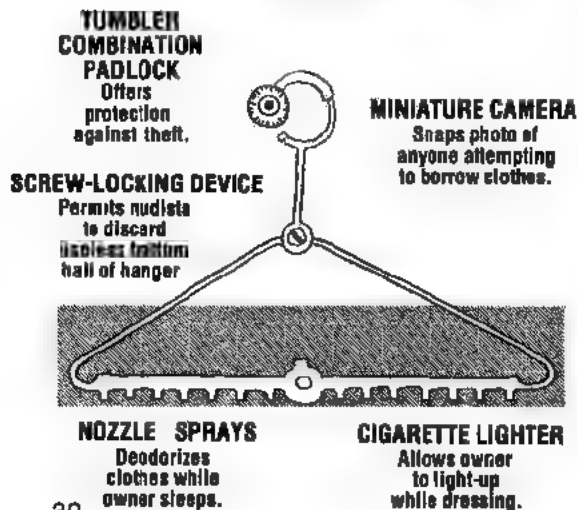
THE COMMON STROLLER SHOULD BE REPLACED WITH A LUXO SUPER-DUPER STROLLER.



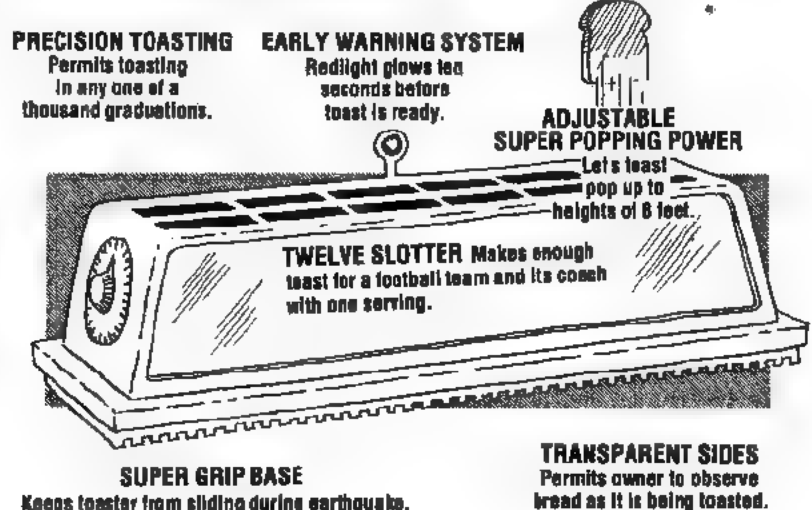
THE ORDINARY LADDER SHOULD BE REPLACED WITH A PRECISION MOBILE-ESCALATOR LADDER.



THE SIMPLE HANGER SHOULD BE REPLACED WITH AN ULTRA ALL-PURPOSE HANGER.



THE REGULAR TOASTER SHOULD BE REPLACED WITH A NEW, DYNAMIC SUPER-POPPING TOASTER.



INFLATION IS WHEN YOU NEVER HAD IT SO GOOD OR PARTED WITH IT SO FAST!

Teen-agers are the ideal consumers since they consume more than one thing at a time.

Ergo, consumption can be increased by increasing everyone's teen years.

Henceforth, everyone from 11 (eleventeen) to fifty (fiftyteen) will be declared a teen-ager.



Changing our 12-hour clock to a 13-hour clock would give us an additional 2 hours a day in which to consume.



IT IS NOW 2 P.M.
EASTERN CONSUMPTION TIME

SINCE A LARGE PERCENTAGE OF GOODS ARE SOLD AS GIFTS, WE CAN INCREASE CONSUMPTION BY CELEBRATING BIRTHDAYS AND HOLIDAYS TWICE A YEAR.



THE TROUBLE WITH SMALL TALK IS THAT IT COMES IN SUCH LARGE DOSES!

ULTIMATELY, AS INDUSTRIAL PRODUCTION CONTINUES TO INCREASE, WE WILL HAVE TO CREATE A SPECIAL ELITE CORPS WHOSE SOLE FUNCTION IN LIFE WILL BE TO CONSUME.

Sob! Our son volunteered so the rest of us would not go jobless!

WE ONLY REGRET THAT WE HAVE BUT ONE STOMACH TO GIVE TO OUR COUNTRY

CCC RECRUITING BUREAU

I WANT YOU
FOR THE CIVILIAN CONSUMPTION CORPS

305th CONSUMPTION BATTALION



Have you noticed what the trend in toys is these days?—besides having thirty second guarantees. Right! Realism! Plain old dolls and trucks that just sit there are out! Now, they have to honk, burp, run, sneeze and do tens of other things. Well, if this trend continues, CRACKED predicts that in no time you'll be seeing these

REALISTIC Toys and Games

CHATTY HUBERT

The first talking political doll.

*Just pull the string and Chatty gives 39 different responses—all of them non-committal.

*Deluxe model talks from both sides of its mouth.

*It's like having a congressman in your own home.



PARCKER BROTHERS GAME OF TAX

Each player is a multi-billionaire, competing to see who can pay the federal government the least amount of income tax during one calendar year.

*Can you pay just \$300 on an income of \$400 billion?

*Can you be even more amazing and receive a refund?

*Or can you reach automatic win by receiving both a refund and food stamps?



THE NEW BOBBY SKULL HOCKEY SET

Players actually break arms, fracture legs and send teeth flying!

Also, available in the new deluxe sets: Bleed-a-matic! Score in the right areas and blood pours out!



Milton Brodley's new fun game...

BEAT THE RAP

—the game of legal loopholes and slippery lawyers!

NEW FOR GAME



Each player is a lawyer defending a client who's murdered 3 people, embezzled \$600,000, run over a turkey with a motor scooter and has jaywalked on 11 separate occasions. Are you the lawyer who can get your client the lightest sentence—or even get him off scot free!



THE TIM DOLL



DR. TOOTH'S DENTAL KIT

SALLY'S SUPERMARKET

Now children can have the fun of operating their own supermarket right at home!

Sally's Supermarket comes complete with:
 *8 shopping carts (with wheels that stick)
 *126 different items (all with changeable price tags)
 *3 checkout lanes (and 2 "Closed-use other checkout" signs)
 *A dozen model cars for the parking lot (each with nicks and scratches made by runaway carts)

Sally's Supermarket—now a child can become exasperated and fed-up; just like mommy!



KITTY KIDNAP

The only doll that's constantly missing.

Open the box and instead of finding Kitty, you'll probably discover a lovely, hand-painted ransom note.

(We'd picture Kitty, but, quite frankly, we've never seen her.)

Mom, the box is empty, but this note says that if we leave a million bread crumbs under the rose bush in the front yard, we'll get her back by Thursday



POLLY POOP-OUT

The first doll with hay fever!

*Hear her wheeze! *Watch her sneeze! *See her tear!

POLLY POOP-OUT
 (comes with a 5 lb. bag of rag weed)



NEW from KONNER
KONNER'S LITTLE MISS LIZZY'S
DISH WASHER

Just like Mommy's—load the unit, press the button and hoses begin to leak all over.

Watch the room flood as the dishes get dirty.



THE NEWEST PUZZLE GAME
ASSEMBLING

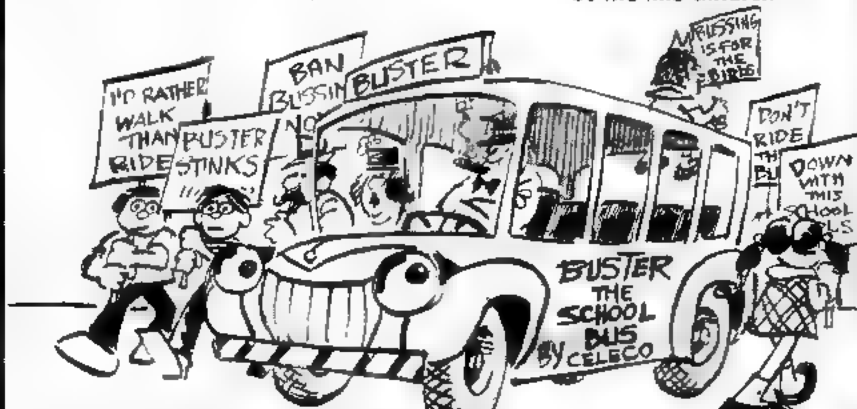
The toy that you absolutely can't put together! An assortment of parts that don't fit! 108 missing nuts and bolts! Instructions in Japanese!

MAKE BELIEVE
 YOU'RE ASSEMBLING



BUSTER
THE SCHOOL BUS

- Featuring:
- *Moving wheels
 - *Flashing red lights
 - *Doors that open and close
 - *80 life-like children



*60 demonstrating parents carrying signs as "Ban Busing" and "Why does my kid have to travel 110 miles when we live over a school house!"

The toy sensation of the year!
TRAFFIC JAM—Be just like daddy!

Hours, and hours, and hours of realistic fun!

Guaranteed never to move an inch!



NEW IMPROVED!
AURORA'S AUTHENTIC

REPLICA'S OF 1976 MODEL CARS

With these life-like features:

- *The exact looks—down to the last detail.
- *Begins leaking fluids after 3 months on your shelf.
- *Minor buttons, controls and knobs fall off in your hand at the slightest touch.
- *Annoying squeaks and creaks after 6 months.



\$8.95
 (worth about 1/2
 in 2 months)

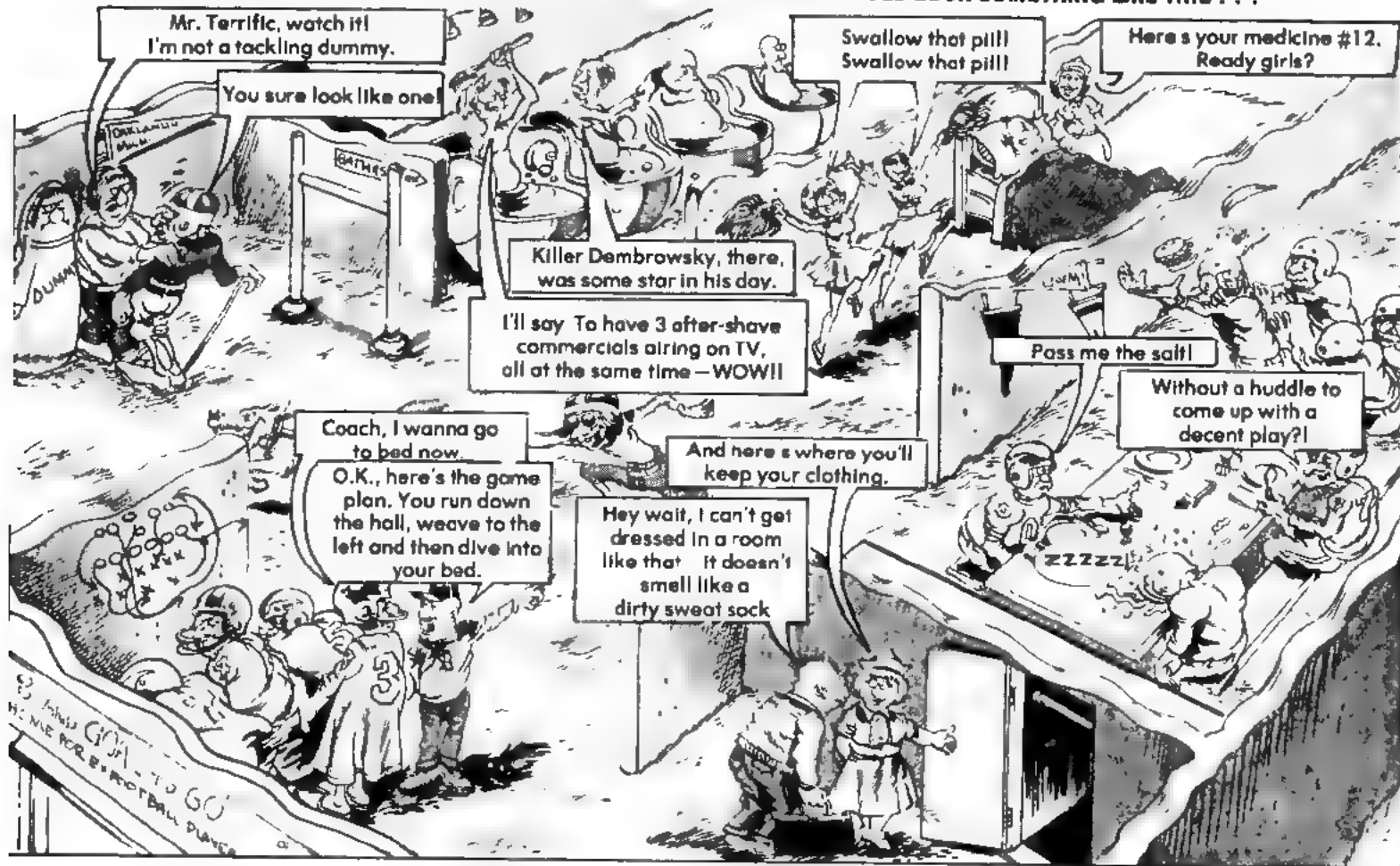
**INSTEAD OF TRAILER CAMPS,
TODAY'S HIPPIES WOULD LIVE IN VAN CAMPS**

When people reach the ripe old age of 65, they look forward to one thing—reaching 66. But besides this, their sights also turn to retiring. Well, for America's younger people that will be turning grey many years from now, today's existing places are just not geared to their likes and interests. What should be done? Simple. Watch now as we present (la da!)

TOMORROW'S RETIREMENT COMMUNITIES FOR THE NOW GENERATION



AND FOR TODAY'S HIP FOOTBALL PLAYERS, THEIR RETIREMENT HOME WOULD LOOK SOMETHING LIKE THIS . . .



AND THE RETIREMENT VILLAGE FOR EX-MOTORCYCLISTS WOULD LOOK SOMETHING LIKE THIS . . .



AND THEN THERE'D BE A HIP HOME FOR SURFERS

What are you gonna call that picture you're makin'?

"The Perfect Wave"!

Can't you people just DRINK from the water fountain?

Now this is what I call a dining room!

All those people looked drenched!

They are. To keep all the residents happy we run a simulated wave across the room every hour.

After being married to you for over 20 years, am I still your little beach bunny, Woody?

Oh no!

What's the matter?

My... my (sob) left arm is pale.

You're more like my big grey hare!

AND, OF COURSE, THERE'D HAVE TO BE A PLACE FOR OLD ROCK 'N ROLL STARS

I think I'm gonna leave this retirement village and go back to the stage.

But to be a great pop star today you have to shake, rattle and roll!

Well, I still do... only now my hands shake, my teeth rattle and my stomach rolls.

Don't think of me as past my prime. Just think of me as an oldie, but goodie.

What's this lever here?

Watch it! That's the volume control for all those earphones!!!!

What's all that racket in there?

One of the Dreadful Noise wanted a lullaby to put him to sleep!

And what did you do in your band?

Huh?

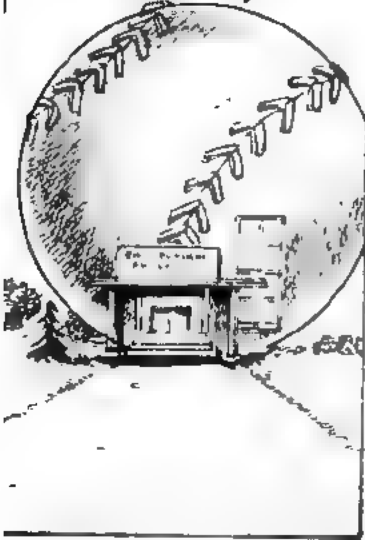
WHAT DID YOU DO?

Oh, I was the drummer. Got to sit right in front of all the amplifiers!

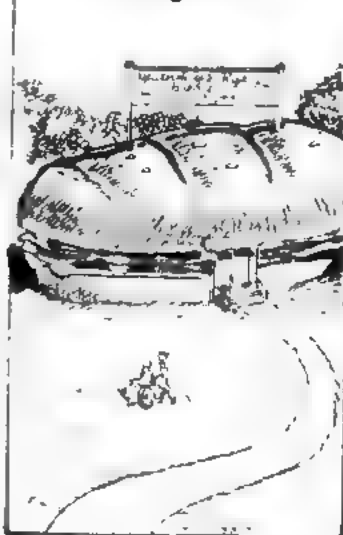


AND FOR OTHER HIPSTER'S AND COUNTER-CULTURE GROUPS, THERE'LL BE THESE RETIREMENT HOMES...

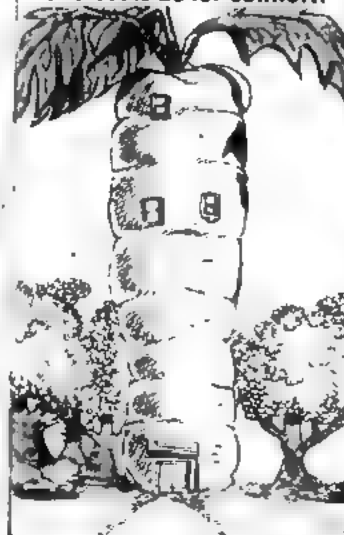
THE NINTH INNING
Retirement Home For
Ex-Baseball Players.



YESTERDAY'S RYE BREAD
The place where old
baker's go to loaf!



VEGEMATIC VILLAGE Home
for retired vegetarians. "No
one beets us for comfort!"



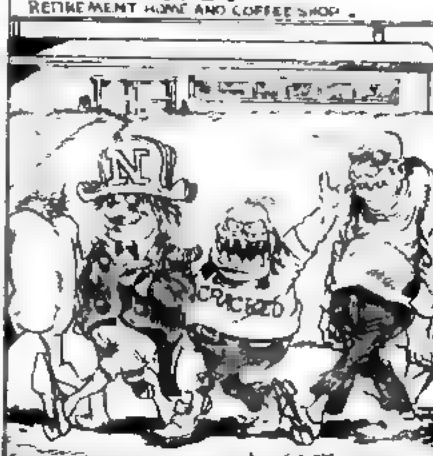
HIPPO HAVEN
Apartments for aging
animal lovers.



PROTEST PLAZA
HOME FOR AGING
PROTESTORS!



CHOCK-FULL-O'-NUTS!
RETIREMENT HOME AND COFFEE SHOP



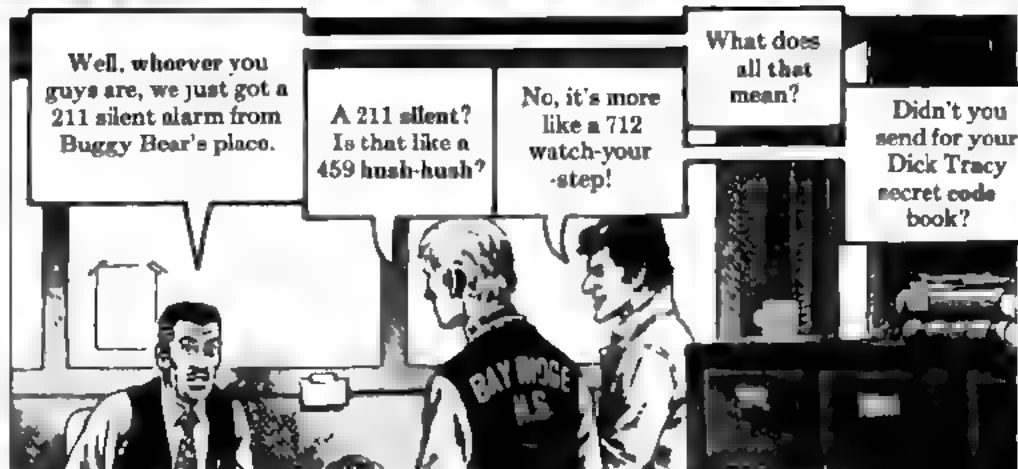
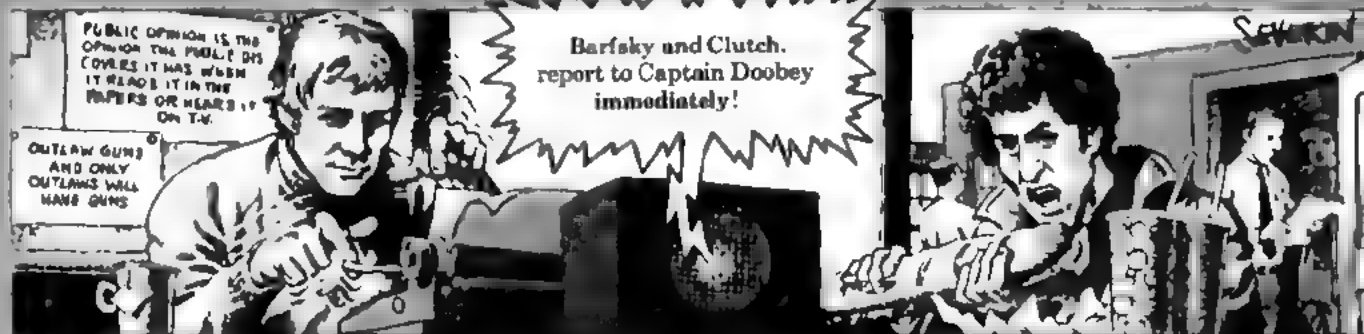
And last, but not least, there'd have to be a special place where old, hip, CRACKED employees could shuffle off to and yet not feel out of place.

CRACKED
MAGAZINE

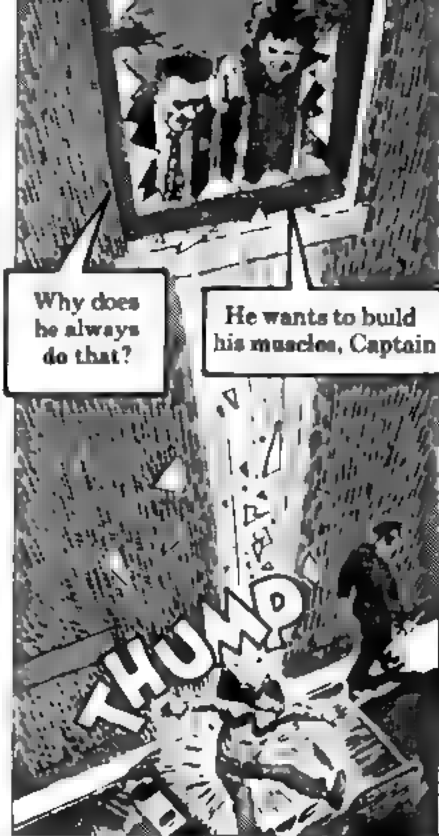


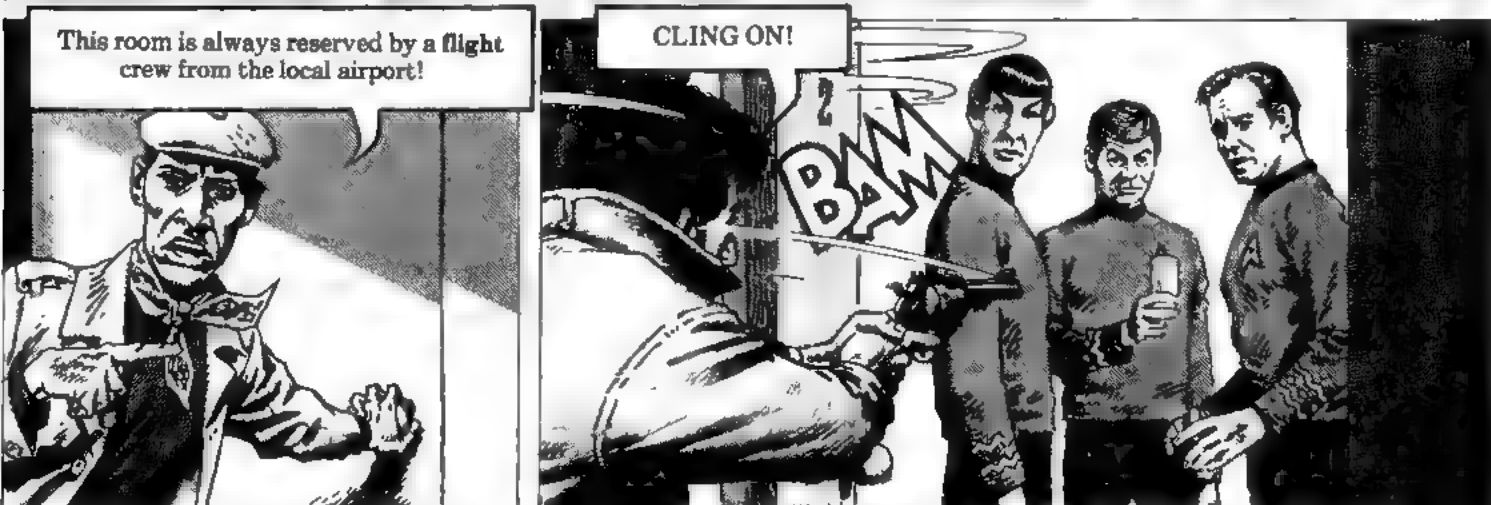
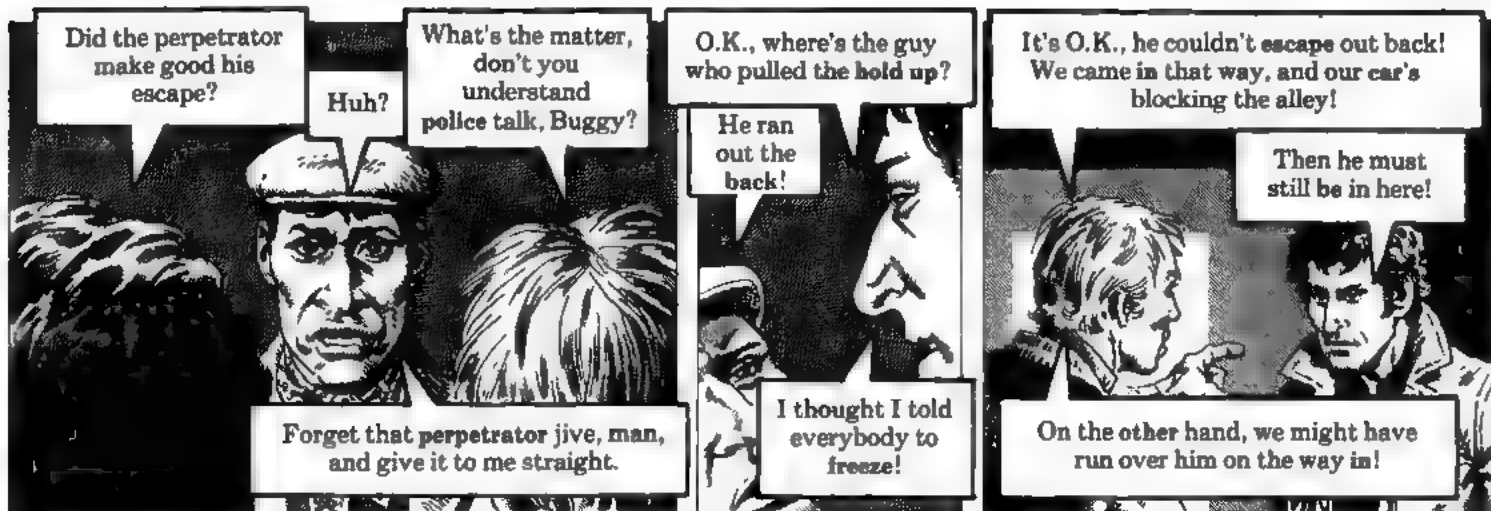
One of the most popular TV programs follows the adventures of two unorthodox police detectives. They are young and vigorous and make lots of noise and do a lot of running around in each episode. Because there's no telling how soon they'll run out of energy, we hasten to bring you this breathless taste of a day in the lives of

BARFSKY AND CLUTCH



CRACKED IS dipping spurs in peroxide and selling them as canaries







Who's in the next room, Buggy?

A WOMAN WHO LAUGHS AT ALL HER HUSBAND'S JOKES USUALLY HAS BEAUTIFUL TEETH.



This one's occupied by a gourmet who ordered our special shark meat dinner!

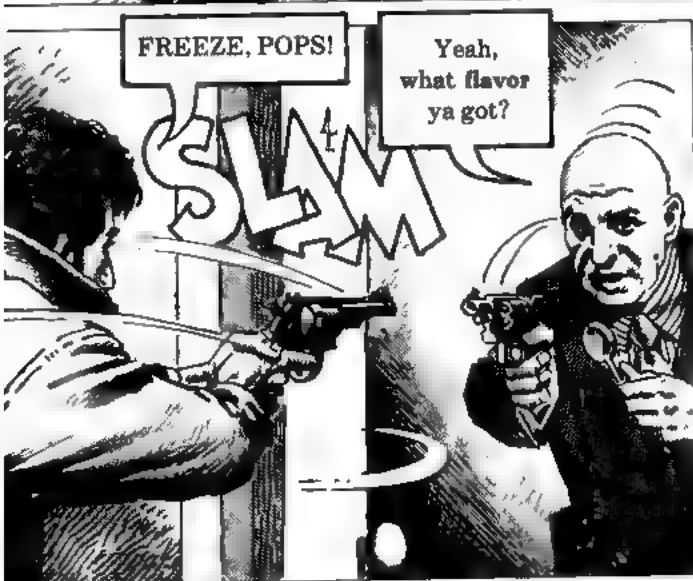


REFUSE!

SLAM



Just one more room, fellas, but I don't know who's in it!



FREEZE, POPS!

Yeah, what flavor ya got?



Well, he's not in the private rooms and he's not here in the kitchen. Guess he got away from us.

Maybe not! There's one place we haven't searched yet.

Where's that?

Over there!



EYESA BACHS

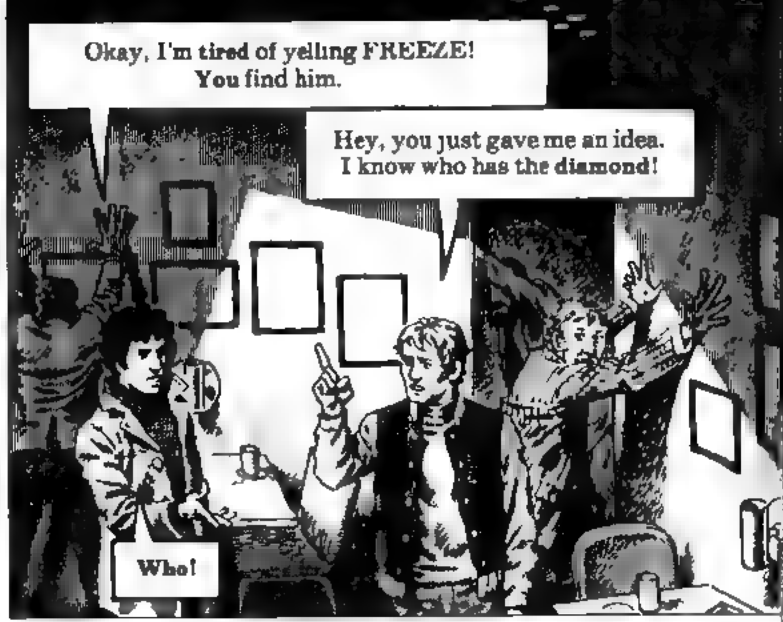
AH-CHOO



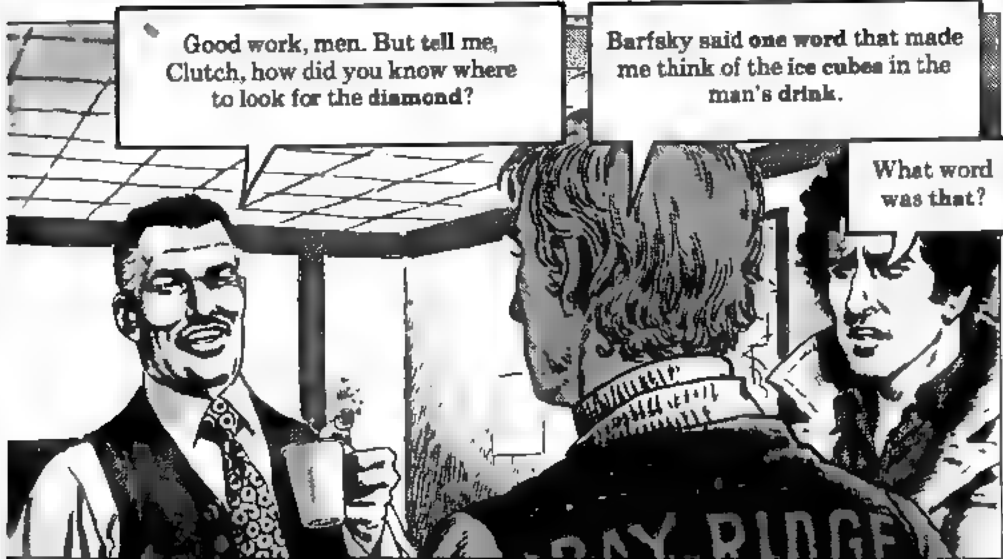
FREEZE!

Are you k-k-k-kidding?

CRACKED is thinking that a stage coach is a drama teacher!



CRACKED is walking over to the U.S. Surgeon General and making him for a cigarette



TH'END

THE CRACKED BOOKSTORE

SALE!

NEW SELECTIONS!

WHILE THEY LAST!

**ORDER NOW!
CHAOS LATER!**

CRACKED ANNUALS
235 PARK AVE. SOUTH
NEW YORK, NEW YORK 10003

Please send me the Annuals I have checked.
Enclosed is which includes the
total price of my selections PLUS 25¢ mailing
and handling charge for each selection.

GIANT CRACKED #9 ..	75¢	THE CRACKED	
GIANT CRACKED #10 ..	75¢	GANGSTER GALLERY	50¢
GIANT CRACKED		THE CRACKED TV.	
#11	\$1 00	SCREEN	50¢
KING-SIZED CRACKED		CRACKED GOES TO THE	
#8	75¢	MOVIES AGAIN ..	50¢
SUPER CRACKED #8 ..	75¢	CRACKED STRIKES IT	
BIGGEST GREATEST		RICH WITH	
CRACKED #9	75¢	SAGEBRUSH	50¢
BIGGEST GREATEST		CRACKED WORLD	
CRACKED #10	75¢	OF ADVERTISING ...	50¢
CRACKED GOES		CRACKED MANUAL	
WEST	50¢	OF PUT-DOWNS. ...	50¢

NAME

ADDRESS ...

CITY.....STATE ZIP



CRACKED INTERVIEWS THE

MOVIE KING

Move along you dirty,
ugly, unkempt, hairy,
smelly no-good
hippy

Hey wait a second.
I'm the star of
this studio.

No, I ain't
Tarzan's
grandpa.

Hi there Nanny. Did you have any trouble getting in through the front gate?

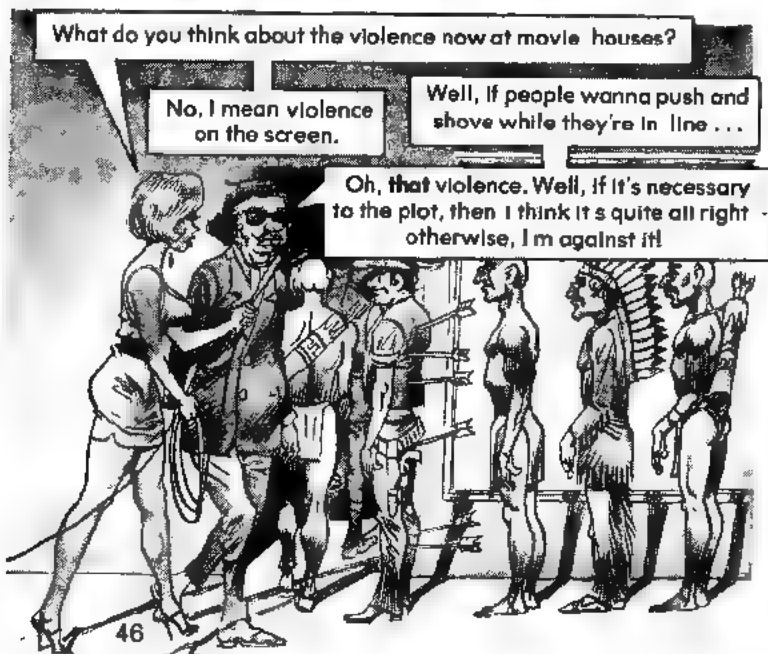
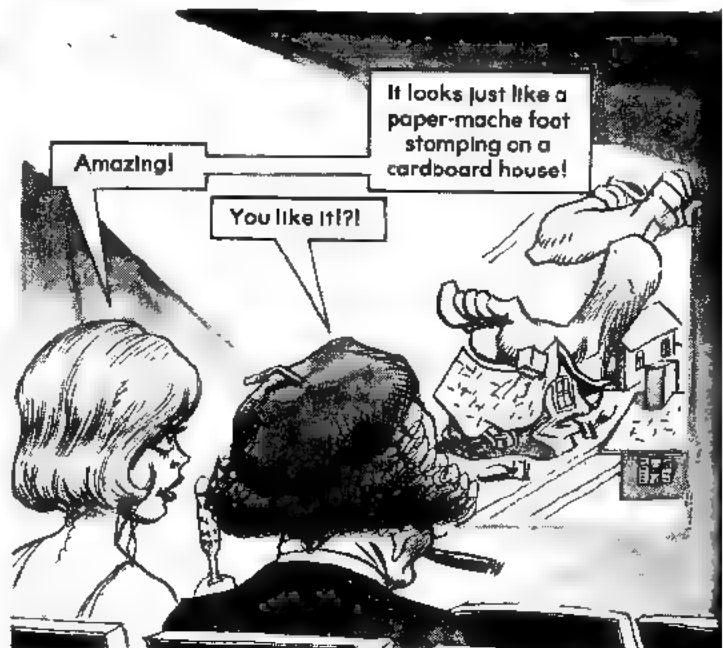
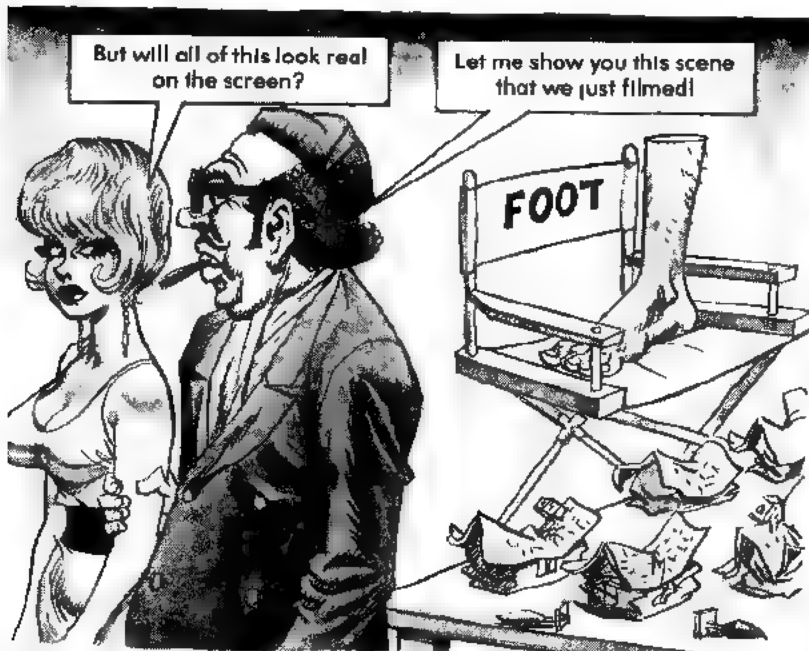
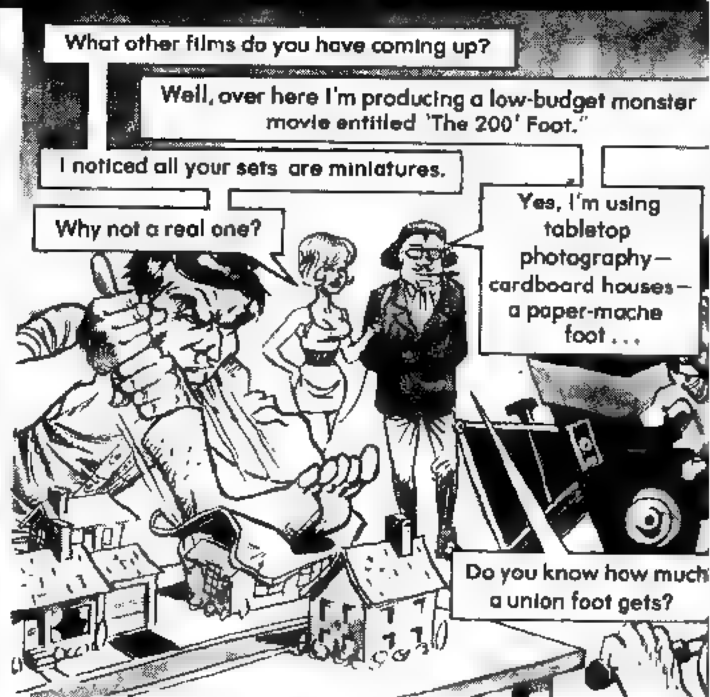
What's he trying to do? Ruin me! This is a Hollywood Studio—you have to hassle people, give them a hard time. I'm gonna have to talk to that lady.

I film best sellers, throwing in as much action as possible. Like this movie here.

A cook book? What are all those men on horses being used for?

They're bringing the needed ingredients back from the grocery store!





Mr. Celluloid, what happens after a film is made and you find out it's a dud?

We bring it to the only man who can save it.

The director?

No, the head of the advertising department.

ADVERTISING DEPARTMENT

For example, we just had a bomb come in and these posters were made for it!

ONE GIRL'S WALK IN THE WOODS ALONE—
AT THE END OF HER TRAIL—
DANGER!!
SEE "NIGHTMARE"

(Please do not reveal the startling ending to your friends.)

WITH HER, IN A BASKET, SHE CARRIED A LOAD SO DELICATE THAT IF DROPPED IT COULD CRACK OPEN AT ANY MINUTE! SHE WORE RED—A SYMBOL OF BLOOD OR FEAR???

SOMETHING LAY IN THIS GIRL'S BED AT HOME BESIDES THE MATTRESS—A TALL, DARK, HAIRY KILLER!!!

SEE "NIGHTMARE"

The film sounds startling... frightening!

Doesn't it?

Why, my flesh is tingling already! What's it about?

It's a remake of "Little Red Riding Hood."

"Little Red Riding Hood?" What's the danger at the end of the trail?

The wolf in her grandmother's bed!

And what's the "delicate load that could crack open at any minute?"

Red was bringing her granny a basket of eggs!

And if the film still doesn't sell with deceiving ads like this?

Then I do the only thing left to guarantee it success—I rate it "X."

NIGHTMARE
Rated X
Absolutely no one will be admitted into the theater during this engagement.

What's going on in there?

That's the payroll office where my actors are showing their weekly discontentment.

Don't you pay them the minimum wage?

You pay them all in English money?

Better. I pay them all in popcorn. You don't have to worry about high food prices when you get a salary like that.

Nanny, the least I give anyone is 20 pounds!





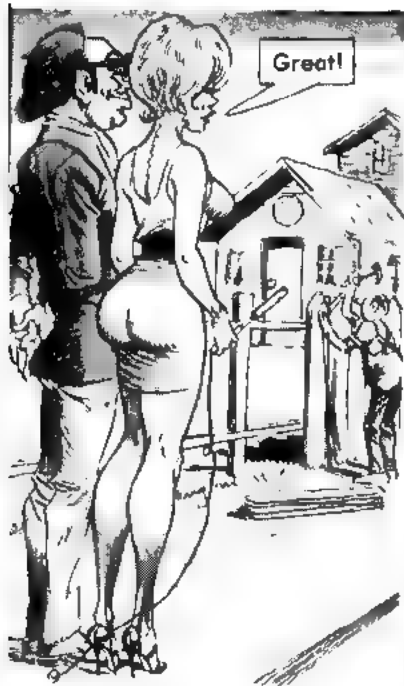
What's the one thing you'd like to see in the movies today?

People!

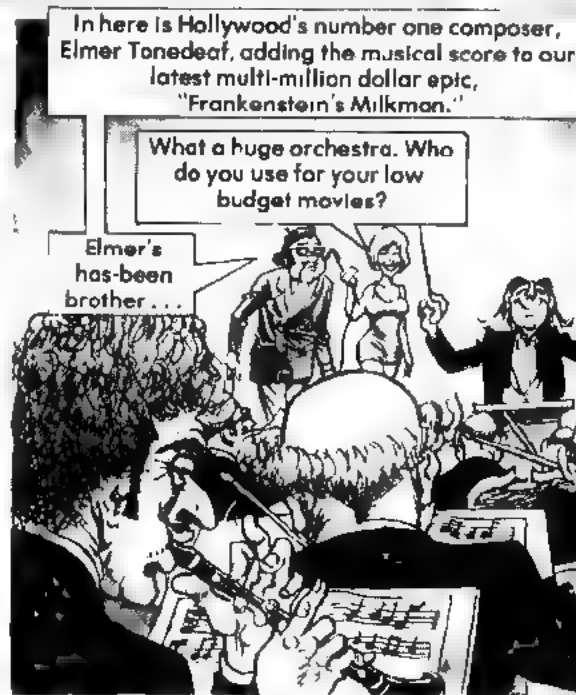


Say, would you like to see us filming a fencing scene?

Very much!



Great!



In here is Hollywood's number one composer, Elmer Tonedear, adding the musical score to our latest multi-million dollar epic, "Frankenstein's Milkman."

What a huge orchestra. Who do you use for your low budget movies?

Elmer's has-been brother...



You can walk!
You can deliver half and half!



Mel

Second kazoo is flat!



Any big pictures coming up from your studio for this season's Christmas trade?

Ah yes—we have the "Killer Meatball."

That's a Christmas picture?

It certainly is. The meatball's first victim is an elf.

FOR YOUR HOLIDAY ENTERTAINMENT
RUDOLF THE KUNG-FU RAIN-DEER

Do you think the ratings being given to films are appropriate?

Of course! Don't you?

I keep getting the impression that the people reviewing the films don't know what they're doing.

Nonsense. They're experts. Would you like to see the panel?

Why, yes!

In here.

RATINGS BOARD

There they are. You'll have to admit—they're a hard-working bunch!

What's that horse doing in there?

Can you think anyone better to rate an animal picture?

Mr. Celluloid, who's that?

That's the man directly under me.

Well, if you're the studio head, then he must be ...

The studio neck.

What exactly does the studio neck do?

He makes all the second most important decisions like ...

Gloria! Yes, B.B.!

Have the chicken salad for lunch today.

Right, B.B.!

BLABBER
STUDIO NECK

Mr. Celluloid, don't you think movie admissions are getting kind of high? Some theaters are asking as much as \$4.00!

But look at all you get. Thrills—adventure—laughs!

But you can get all that when the film comes to television!

Yeah, but if you see it in the movies first, then you can be the one who shouts to the TV screen, "Hey, didn't they cut out the part where ..."

And what about ...

Cut!

Either Mr. Celluloid's just been wounded or that's his way of saying: "Ta ta til' next time, movie lovers."

You hit it, honey.

I thought so ...

CLACK

NANNY
INTERVIEWS
THE MOVIE
KING—
TAKE-1

SHUT UPS

THE WORLD'S ONLY PITCH BLACK CARTOON STRIP...

"GEE, CARL...
YOU SURE MAKE
FUNNY FACES"

"HEY, HEY... THAT'S
A GOOD ONE !!!"

"GET A LOAD
OF THIS ONE."

"THAT'S AMAZING!
HOW DO YOU
DISTORT YOUR
FACE LIKE THAT?"

All right boys... I want a good, clean fight. And no hitting below the belt!

SHUT-UP! Can't we just stick with the "good, clean fight" part and forget the rest?!

FEATURE FIGHT
MIDDLEWEIGHTS
JOE GRATE
vs
JOE ROSO

HELP!
MAN EATING
SHARK!

SHUT-UP!
With the
price of food
today, who
can afford
flounder!

Gimmie a "B"!!
Gimmie an "A"!!
Gimmie another "A"!!
Gimmie a "B"!!

SHUT-UP! You know I can't change the marks on your report card!

$E=MC^2$

...and
I must
be
must be

Ricci



GREAT MOMENTS IN POLITICS

MAY 2 REPUBLIC OF
SAN TORTILLA 1949



GENERALISSIMO EMILIO DIEGO SANCHEZ
BECOMES FIRST DICTATOR TO USE
A TWO PARTY ELECTION SYSTEM